

BOOKSELLERS' CONVENTION NUMBER

THE

Publishers' Weekly
THE AMERICAN
BOOK TRADE JOURNAL

WITH WHICH IS INCORPORATED

The American Literary Gazette and Publishers' Circular.

[ESTABLISHED 1852.]

Published by the R. R. BOWKER COMPANY. R. R. BOWKER, President and Treasurer. FREMONT RIDER, Secretary.

PUBLICATION OFFICE, 298 BROADWAY, NEW YORK.

Entered at the Post-Office at New York, N. Y., as second-class matter.

VOL. LXXXI., No. 20. NEW YORK, May 18, 1912 WHOLE NO. 2102

The Governor of Indiana says:

THE JUST AND THE UNJUST,★

the new novel by VAUGHAN KESTER, author of "The Prodigal Judge," is a book which I think will appeal to those lovers of fiction who are tired of the improbable and are wearied by the problem story. We have many novelists and some romanticists, but the circle of story-tellers is limited. The author of this book has found his way into that sacred circle.

There is hardly a small city or town in America where one of the characters at least would not be recognized as an old friend.—*Hon. Thomas R. Marshall, Governor of Indiana.*

★THE JUST AND THE UNJUST, by VAUGHAN KESTER, author of "The Prodigal Judge," illustrated by Bracker, \$1.25 Net

THE BOBBS-MERRILL COMPANY, Publishers, INDIANAPOLIS

TWO IMPORTANT NEW BOOKS**The Latest Word on Auction Bridge****The Fine Points of
Auction Bridge**

Together with an Exposition of The New Count

By **FLORENCE IRWIN**

Miss Irwin is one of the most successful teachers of Auction, and also an expert player. Her articles in the *N. Y. Times* have brought inquiries for her book from all over the country, particularly as it is practically the first to give full consideration to the New Count, this latest development of the game which has sprung into universal popularity. No one interested in the game can afford to be without her brilliant little treatise.

16mo, cloth, \$1.00 net

The Big Baseball Book**Pitching in a Pinch**

Or, Baseball from the Inside

By **CHRISTY MATHEWSON**

In addition to the information about the science of the game, Matty tells you of some of the most exciting things that have happened in the Big Leagues, stories that have never found their way into the newspapers. A true tale of the Big Leaguers, their habits and their methods of playing the game written by the star pitcher of the New York Giants, and considered the greatest twirler that ever lived.

Second Printing. 19 Illustrations. \$1.00 net

NEW YORK
45th St., 2-6 W.
23d St., 27-29 W.

G. P. Putnam's Sons

LONDON
24 Bedford St.
Strand

THE BEST SPRING NOVELS

JULIA FRANCE AND HER TIMES

By
**GERTRUDE
ATHERTON**

"A brilliant story of modern society. . . . The best suffrage book up-to-date."—*New York Times*.

"The most important book on the woman question since Olive Schreiner's 'Woman and Labor.' . . . The big suffragette novel. A great novel apart from its propaganda."—*New York Globe*.

*Cloth, gilt top, 8vo,
\$1.35 net.*

JOSEPH IN JEOPARDY

By
**FRANK
DANBY**

"The most humorous and entertaining novel of the season." "Far and away the best novel Mrs. Frankau has written."—*New York Tribune*.

"The book is remarkable."—*New York World*.

"A masterpiece."—*Phila. Public Ledger*.

"An uncommon sense of the comic spirit. . . . Has that quality which is Meredith's chief distinction."—*New York Times*.

Cloth, 12mo, \$1.35 net.

THE GOODLY FELLOWSHIP

By
**RACHEL C.
SCHAUFFLER**

A love story of missionary life which for sheer human interest it is hard to surpass.

*Decorated covers, 12mo,
\$1.25 net.*

VAN CLEVE

By
**MARY S.
WATTS**

An up-to-date novel, rich in the character portrayal, incident and human appeal that distinguished this favorite author's "Nathan Burke" and "The Legacy."

*Cloth, 12mo.
Ready Shortly.*

"A clever book, readable throughout, and unvaryingly attractive. The reader chuckles over it with delight."

—*New York Tribune*.

"Extremely interesting. A strong book that grips the interest of every reader."

—*Phila. Public Ledger*.

*Decorated covers, 12mo,
\$1.25 net.*

WHITE ASHES

By
**KENNEDY
—NOBLE**

"Historical romance at its best."—*New York Globe*.

"Interesting . . . entertaining . . . action swift and varied."

—*Chicago Inter-Ocean*. Full of that dramatic and human interest, which made the success of this favorite author's "When Knighthood Was in Flower."

*Decorated covers, 12mo,
\$1.35 net.*

THE TOUCHSTONE OF FORTUNE

By
**CHARLES
MAJOR**

ALMAYER'S FOLLY

By
**JOSEPH
CONRAD**

A reissue of this famous novel which the versatile sailor-author has admitted to be his favorite story.

Cloth, 12mo, \$1.25 net.

THE FRIAR OF WITTENBERG

By
**WILLIAM S.
DAVIS**

A stirring romance to which the picturesque figure of Martin Luther imparts wonderful reality as vivid as this author's "A Friend of Cæsar," "A Victor of Salamis," etc.

*Decorated covers, 12mo.
Ready Shortly.*

Published
by

THE MACMILLAN COMPANY

64-66 5th Ave.
New York

ARTISTIC GIFT BOOKS

FOR COMMENCEMENT



THE CALDWELL COMMENCEMENT BOOKS are noted for their originality of makeup and completeness. The superior quality of the paper as well as the artistic and beautiful bindings all combine to make these memory-books, in which a record so dear to the girl graduate can be kept, a cherished memento for years to come. . . . The illustrations and decorations are by such well-known artists as Marlon L. Peabody, L. J. Bridgman, Adrian J. Iorio and others, and are printed in colors.

MY GRADUATION Designed and arranged by MARION L. PEABODY. The most sumptuous and elaborate school or college girl's memory book published. 4to, cloth, gilt. Price..... **\$2.50**
SENIOR EDITION Bound in crash, embossed inlay. Price..... **3.50**
 HALF THIBET MOROCCO. Price..... **4.00**
 CRUSHED LEVANT MOROCCO. Price..... **7.50**

MY HIGH SCHOOL DAYS Decorated and illustrated by L. J. BRIDGMAN. Cloth, gilt, 8vo, boxed. Price..... **\$1.50**
DIPLOMA EDITION Bound in Venice dimity, inlaid. Price..... **2.00**
ALMA MATER EDITION Bound in silk cloth, embossed inlay. Price **2.50**
 HALF THIBET MOROCCO. Price..... **3.00**
 FULL, TURKEY MOROCCO. Price..... **5.00**

MY SCHOOL LIFE Arranged and decorated by ADRIAN J. IORIO. Cloth, inlaid. Size 7 x 9 inches. Price..... **\$1.00**
THE GRADUATE EDITION Bound in silk cloth, embossed inlay. Price..... **1.50**
 FULL, MOROCCO, gilt. Price..... **2.50**

SCHOOL DAY MEMORIES MY FRIENDS HAPPY DAYS
 By HELEN P. STRONG. Bound in half moire silk. The dainty pages are lithographed in many colors. Price, each..... **\$0.50**
 LIMP LEATHER, boxed. Price, each..... **1.25**

Dainty Books in Appropriate Bindings *Suitable for Graduation Presents*

THE NEW EMERITUS SERIES Bound in velvet calf, various shades, embossed cover design stamped in gold and inlaid with mother-of-pearl. 40 titles. Price, each..... **\$1.50**

THE NEW GRADUATE EDITION of the Remarque Series, bound with imported fancy paper sides, cloth backs, in a box matching binding. 24 titles. Price, each..... **50 cents**

THE NEW FRATERNITY EDITION of the Alexandrian Series. 10 titles. Bound with Mamut sides, inlaid with gelatine and gold. Price, each.... **\$1.50**

THE VALUE OF FRIENDSHIP

THE VALUE OF HAPPINESS

THE VALUE OF LOVE, etc.

Seven titles. Unique cover design; each in a handsome box. Price.... **\$2.50**

NOTE The Caldwell line for the holiday season now in preparation will be replete with novelties and the most attractive ever offered.

Boston

H. M. CALDWELL CO. New York



By the Author of ARSÈNE LUPIN



A NEW NOVEL

READY MAY 25TH

THE FRONTIER

By

MAURICE LEBLANC

¶ The brilliant author of *Arsène Lupin* and *813* here writes the engaging and fascinating story of the cause of war between two great, modern nations.

¶ That the cause was a peasant Cleopatra—that a modern Mark Antony is compelled to choose—that the book is powerfully elemental in drama—all go to the making of a novel as realistic as Zola.

¶ But the extraordinary fascination of the book lies in its strong probability. *The Frontier* is an unexaggerated forecast of just what might be expected to happen any day between two fully armed nations.

12mo.

Net \$1.20

SEEGAR AND CIGAREET

By JACK HINES

¶ A story of the love and loyalty of two wolf-dogs, one for the other, on the Alaskan Trail.

¶ Jack Hines does in a new way what Dr. John Brown has done in *RAB AND HIS FRIENDS*, he reveals the true nobility of the lower-creation and makes it an example for compassionate kindness.

With illustrations by Philip R. Goodwin. 12mo. Ready May 25th. Net 50 cents

AT ALL BOOKSELLERS

GEORGE H. DORAN COMPANY, New York

H&S H&S H&S H&S H&S

H
&
S

H
&
S

H
&
S

H
&
S

H
&
S

H
&
S

H
&
S

H
&
S

H
&
S

H
&
S

H
&
S

H
&
S

H
&
S

H
&
S

H
&
S

H
&
S



90% of all orders going
by mail or express
shipped complete in **24 Hours**

¶ We carry a most complete stock of the books of all publishers, and, being located in the publishing center of the country, have unsurpassed facilities for promptly procuring titles not in stock.

¶ We are prepared to fill promptly, and at favorable rates, orders for medical books, school and college text books, technical books, importations, gift books—and in truth, books of all kinds and of all publishers.

¶ Our ***Monthly Bulletin*** should be of real service to you in keeping in touch with the new books. It contains alphabetically arranged lists, and descriptive notes of the most important new publications. Sent every month on request.

¶ Our prices will be found to be the lowest for all parts of the country. ***We can facilitate your business. Give us the opportunity.***

Write for a ***TRADE CATALOGUE*** and a ***SPECIAL REMAINDER LIST***

THE BAKER & TAYLOR COMPANY

WHOLESALE DEALERS IN THE
BOOKS OF ALL PUBLISHERS

33-37 East 17th St.

NEW YORK CITY

Union Square North

A FEW CHEERING WORDS TO THE BOOKSELLER

READ CAREFULLY

Have you ever stopped to consider how pleasant it would be if you could look forward to the usually depressing period of Summer quiet with perfect equanimity, knowing that when that season came you would have something New and Good to offer to your customers?

Prepare yourself for a busy time this year BECAUSE on June 29th we shall publish

"THE BLUE WALL"

By RICHARD WASHBURN CHILD



Reproduction of the drawing by C. COLES PHILLIPS which will be printed in full colors as the frontispiece. It will also be used on the jacket, and in enlarged form on the poster. Besides this there will be several other illustrations by H. J. Cue.

Instead of giving you our opinion of "The Blue Wall," which is naturally enthusiastic, we give below the views of an outsider:

"A good mystery story which will hold the interest of the reader from the very first, which is well constructed, well sustained, and has something of the dramatic quality, is one of the most desirable things in the way of fiction, and one of the rarest. 'The Blue Wall' is all of this. When the story has added to these good points the quality of real literary worth, of atmosphere, of style, of character and depth, it is something indeed out of the common, and well worth talking about. 'The Blue Wall' is like nothing else you have ever read before. It is sure to make a big success."

It was freely predicted from the very beginning of his career that Mr. Child would win a prominent position in the American field of letters. In "THE BLUE WALL" he has done so.

Only a Foreword

More Facts Later

BOSTON

HOUGHTON MIFFLIN COMPANY

NEW YORK

Readers Everywhere

are delighted with MRS. HARRIS'S new book.

Here are a few of the hundreds of letters praising

"THE RECORDING ANGEL"

Not since the days of George Eliot has there been anything as good.

I am a poor critic, but am I wrong in thinking you much like George Eliot? Though, with more keenness and humor than she.

Corra Harris, whether man or woman I know not, has a seat in the Hall of Fame, even if he, or she, writes no more forever. Talk about the "Best Seller"—you just wait and see.

I have just been reading "The Recording Angel," and have not had my old heart so warmed since the last Southern girl concluded that she had no further use for it.

I am delighted with "The Recording Angel." I find in it human nature study of a rare discernment, and I am in love with the gentle Angel watching over Ruckersville with sightless eyes.

I am the wife of a busy doctor, and children and circumstances have combined to keep me closely at home; so my knowledge of people is often second-hand. I have been a wide reader, and I know my books, and I know the real thing when I see it. I think it would be difficult for me to say which of your books I like best. I read the "Circuit Rider's Wife" first, and the pathos and tenderness cling to one and make the book a sweet and loving memory. I am reading "The Recording Angel" now. Above all, your books are new and different, and have given me the keenest pleasure, and I thank you and hope you will write many more.

What I do want to do is to assure you what a classic everyone I know thinks you have written in "The Recording Angel." You have simply got the rest of us throwing down our tools and going on strike in despair. I mean it honestly when I say that I think it is the biggest thing of its kind since Thackeray, and I say "since" simply because you have to use some unit of measurement.

Have you ever kept tab on the various incarnations through which you have passed? You are enough to upset the biblical theory of the world having been licked into shape in 6000 years, for no mortal could ever have gained the experience that I know has been yours in a brief little space of time such as that.

I beg the privilege of congratulating you upon that admirable story "The Recording Angel." It is only once in a long, long while that the monthly and weekly output of neurotics is relieved by so exquisite a style and such fine humor as distinguish your story.

I like your love story, because it is not too highly seasoned with honey, the fault of many love stories, from a man's standpoint.

Necessity compels. In the interests of the race I ask you to compromise with Corra Harris and stop the publication of "The Recording Angel." If this thing keeps up much longer a considerable proportion of the more discriminating and observant of your countless readers will come to an untimely end—and "die a-laffin."


☞ The advance sale of "The Recording Angel" was three times as large as that of any of Mrs. Harris's previous novels.

Second Large Printing Now Ready

Garden City

DOUBLEDAY, PAGE & COMPANY

New York



TO THE TRADE

THE
SAALFIELD BIBLES

COMPRISE

The Best Line

OF

Inexpensive Bibles

PUBLISHED

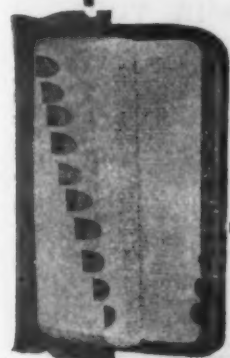
TO-DAY

SEE THEM BEFORE YOU BUY

THE SAALFIELD PUBLISHING COMPANY

AKRON, OHIO

156 Fifth Ave., NEW YORK




Get after your **Summer Trade!**

To keep things moving this summer we suggest a liberal supply of the **Summer Reading** number of THE PUBLISHERS' WEEKLY, specially prepared for dealers, with their imprints on cover, exclusive distribution given in each locality. A goodly number of booksellers are depending every year upon this attractive presentation of the best books of the season in fiction, travel and adventure, to keep in touch with their old customers and to attract new ones.

SUMMER READING

can be had for the bare cost of paper and presswork.

100	copies, with imprint,	.	\$3.50
250	" " "	.	8.00
500	" " "	.	15.00

 **A Hint:** Mail them to all the Summer hotels in your locality and watch the effect! Write early for a supply as none can be had after date of publication, May 25.

Office of THE PUBLISHERS' WEEKLY
298 BROADWAY, NEW YORK

The Deserters



THE DESERTERS

The Story of a Man Who Came Back

By GEORGE C. JENKS and ANNA ALICE CHAPIN

This story of the red-blooded reclamation of a man through the splendid effort of a woman amongst women carries with it the soul satisfying optimism of the great truth that righteousness is ever coupled with justice.

This is not an old woman's tale. It is daring and full to overflowing with the strength and weaknesses of an ordinary man, and a very unordinary woman.

Jacket in three colors and gold. Four illustrations. Price, \$1.25 net

NEW YORK
THE H.K.FLY COMPANY
PUBLISHERS

AFTER THE CONVENTION

**Why Not Go to Europe?
THE Book to Use Is—**

HOW TO VISIT EUROPE ON NEXT TO NOTHING

By E. P. Prentys

THIS clever little book shows how one American girl made a trip abroad, lasting ten weeks, during which she saw London, Oxford, Stratford, and in fact many of the places of interest in the southern part of England; visited Brussels, Antwerp, Rouen, and other places in Belgium and France; made a stay in Paris; thence to the Riviera; and finally home. She not only tells how she did it, but *how it can be done comfortably and pleasantly for \$300*. For any one who wants to go abroad on a moderate outlay, this intelligently written book, with tables of expense day by day, will be a find indeed.

Handy Pocket Size, \$1.00 net. (Postage 10 cents additional.)

**Or, Why Not Go to Russia?
Boat Starts from Hoboken
THE Book to Use Is—**

THE TOURIST'S RUSSIA

By Ruth Kedzie Wood

Author of HONEYMOONING IN RUSSIA

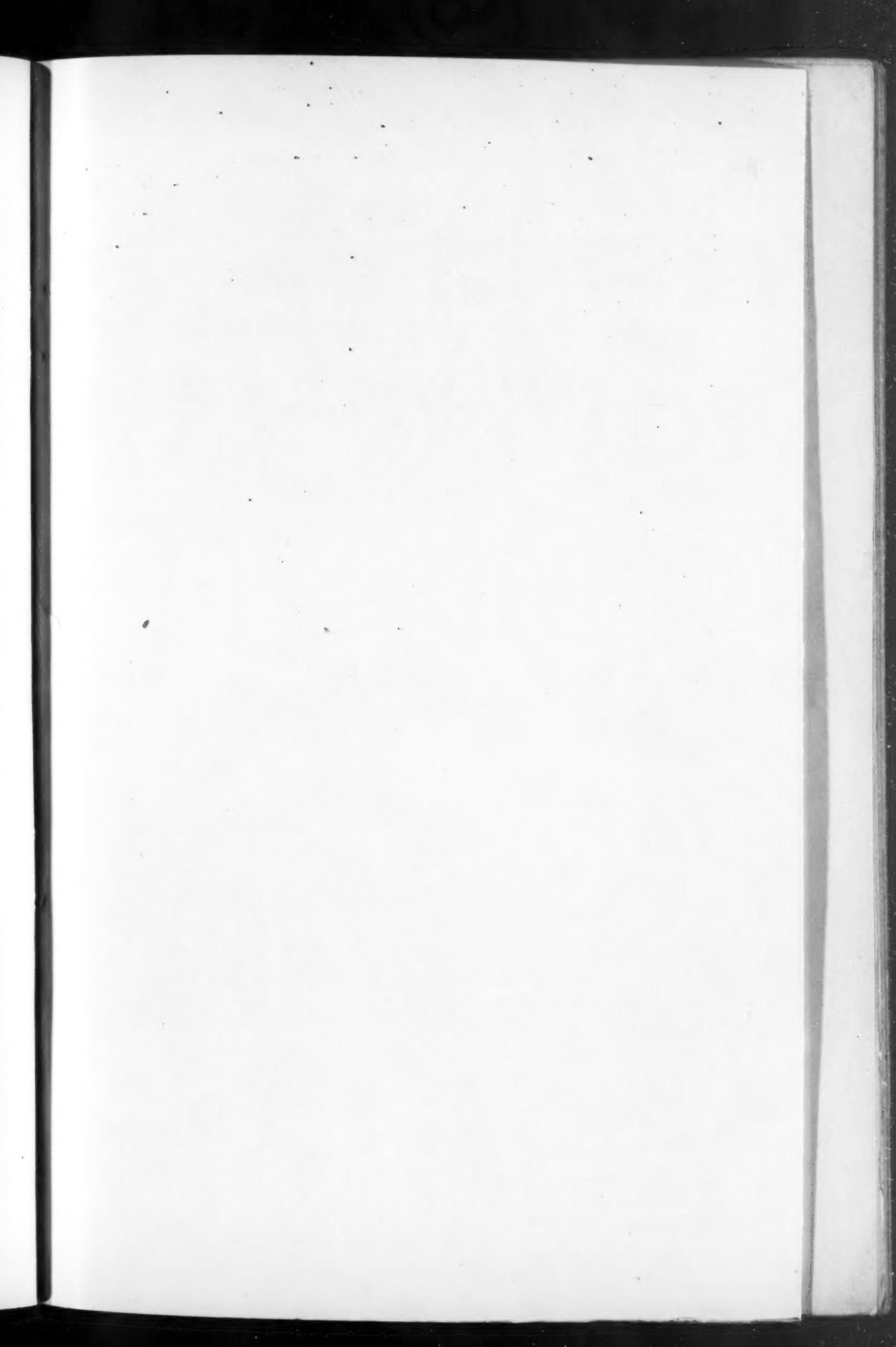
Being the only Tourist's Guide to Russia published in English. With lists of Tourist Cities, hotels, banks, consulates, routes, many illustrations and a map

AS there is no English guide-book to Russia, English and American tourists to that country are compelled to do the best they can with German, French and Russian books. Yet Russia is an extremely interesting country to visit, has the merit of not being crowded with tourists, and is reached far more easily than most people imagine. The new Russian steamship line from New York to Libau carries its passengers in commodious and luxurious boats direct to Russia; the difficulties of transportation, passports, etc., can be smoothed by an intelligent guide-book like "The Tourist's Russia;" and Russia, a new country for the American tourist, is thus made accessible.

12mo, \$1.25 net. (Postage 12 cents additional.)

**If any Bookseller can't go to Europe, he may know
a customer who is going. If so, he can sell a
copy or two of one or both of these books and
keep a little money away from the Europeans.**

Publishers DODD, MEAD AND COMPANY New York





BANQUET OF THE AMERICAN BOOKSELLERS'



TWELFTH ANNUAL BANQUET
THE AMERICAN BOOKSELLERS
ASSOCIATION
HOTEL ASTOR MAY 16, 1912.

ELLERS' ASSOCIATION, HOTEL ASTOR, MAY 16, 1912.

The Twelfth Annual Convention of the American Booksellers' Association

WALTER L. BUTLER, PRESIDENT, Wilmington, Del.
 W. H. CATHCART, FIRST VICE-PRESIDENT, Cleveland, O.
 EDWARD S. ADAMS, SECOND VICE-PRESIDENT, Fall River, Mass.
 V. M. SCHENCK, THIRD VICE-PRESIDENT, Springfield, Mass.
 WALTER S. LEWIS, SECRETARY, Philadelphia, Pa.
 EUGENE L. HERR, TREASURER, Lancaster, Pa.

EXECUTIVE COMMITTEE.

W. B. CLARKE, Chairman, Boston, Mass.
 C. E. BUTLER, New York.
 W. K. STEWART, Indianapolis, Ind.
 J. K. GILL, Portland, Ore.
 PERCY DOUGLAS, Kansas City, Mo.

THE PRESIDENT, SECRETARY AND TREASURER.

MORNING SESSION—FIRST DAY—10 A.M.

THE Twelfth Annual Convention of the American Booksellers' Association was held at the Hotel Astor, Broadway and 44th Street, New York City, May 14, 15 and 16, 1912.

The meeting was called to order by the vice-president at 10:15 o'clock.

The Chairman.—Gentleman of the convention, it falls to my lot, in the absence of the president, who has had an opportunity to take a trip abroad, to preside at this convention. I hope this will be the largest and best convention we have ever had—from the notices coming in I think it will be. The meetings, we hope, will be carried through promptly, and the papers fully and thoroughly discussed, and in every way we will feel, when we leave for home again, that we have accomplished much here.

A number of years ago, all over the United States, the newspapers were carrying messages of a fight being put up here in New York State by one man against a wrong being conducted in his party. We were interested. It didn't make any difference to us what party that man belonged to; it was simply that he was fighting for the right, and that is one

of the things that safeguard our nation, that our better-thinking people are interested every time one man is standing up for that which is right, irrespective of party or politics. Later on, the news came to us—those of us away from here—of his elevation, not only to judgeship, but to other offices that were at the hands of his party to give to those who were faithful. Some years afterwards we were all delighted when he was elected mayor of this great metropolis; and two years ago, I think every one of us felt the hurt when, unfortunately he was the victim of a shot from an assassin's revolver. I know the same feeling went over me, although I had never had the pleasure of meeting the gentleman, when I heard the announcement of the Garfield and McKinley assassinations, and I think we all read carefully what the papers had to say from morning to morning in regard to his recovery, and I thank God this morning that he has fully recovered and that he can be present with us and speak to us. [Applause.]

Ladies and gentlemen, I have the pleasure of introducing to you this morning the Honorable William J. Gaynor, Mayor of the first city of America.

ADDRESS OF WELCOME.

BY HON. WILLIAM J. GAYNOR, Mayor of New York City.

Hon. William J. Gaynor.—Mr. Chairman and Gentlemen, and Retail Booksellers of America: In some way I got it into my head that I was to address the book publishers of America, and I came up here with that in my mind, but I see I am on another tack entirely. The retail booksellers are very different indeed. You keep the bookshops throughout the cities of America. Many of you are from small cities and towns throughout the country.

I think the first thing you will notice is that you have, on an average, more bookstores, I think more bookstores and better ones, than we have here in the city of New York, or than we have in the large cities. One of the things I have observed since I left my country home and came to large cities is the decline of the retail bookstores in the large cities. Why, over in Brooklyn, where I live, and here in Manhattan—which some people call New York, although it is only a little bit of New York—there used to be any number of

small bookstores. We used to lounge around in them. How many happy hours, and sometimes hours of exaltation, have I spent, for instance, in Miller's bookstore, down in Nassau Street. There I pored over the curious books of the world, as well as the ordinary books, and I have met him in Europe looking for books. I mention Miller only as typical, but—where is Miller now, is he here? If he be here I should like to shake hands with him.

That class of bookstore seems to have gone out. Our friend Brentano here has a splendid bookstore, and there are others that can be enumerated, but the downtown bookstore, where we could lounge for an hour, and the scattered bookstores throughout the city, where they had real classical books, the books that many like to read—I do not say "most" like to read, but "many"—they are absent. You will now sell the Seven Best Sellers, or whatever it is called [laughter], and there are some

of us that are not very eager to get that kind of a book—"seven best sellers," is it, "or the thirteen best sellers?" [Laughter.]

BEST SELLERS, OLD AND NEW.

But it isn't always easy to tell what the best seller is. I suppose the best seller still is the Bible—it may not be in the ordinary bookstore. Throughout the Christian world there are more Bibles sold by far than any other book—I had almost said than all the books put together. There was a time in the Christian world when the book that came next to the Bible was the "Imitation of Christ," a little book as thick as your finger, filled with religious philosophy. There is a dispute about the authorship of it, but most people think that Thomas à Becket wrote it; these two books have had a larger sale in the Christian world than any other books—the Bible first, and the "Imitation of Christ" second. Now, you can all tell me how many of them you are selling in your bookshops. I suppose you sell some, but not so many as formerly; people are not reading these books as much as they used to, I think, but still there are a good many of you left evidently, and you are selling books of some kind or another. [Laughter.] I do not know how many of your retail bookstores there are here in the city, but unless my observation has failed me, the number is very greatly reduced.

I see the same in Boston—the only other large city that I have lived in, and have some familiarity with. Many a day when I had time on my hands and was a young man, many an hour have I spent in Cornhill, Boston, in the bookshops, second-hand and new, but, dear me, the last time I went over there, and went through Cornhill, I didn't know what to do with myself—things had so greatly changed. It is a different place entirely. It may be that the multiplication of libraries interferes with the sale of books; I suppose that the libraries do to a certain extent; I did think at one time that the publishers would keep on cheapening the cost of books until they had the price so low that we could buy a book for the street-car cost of going to the libraries. I thought that would solve the question, but it does not seem to be so. There are a great many books taken from the libraries; the count is rather discouraging, if the statistics of the libraries be true. The number of serious books being taken out is not large; I fear that the number of serious books that you are selling is not large; but serious books still are printed.

FRANCE LEADS IN SERIOUS BOOKS.

The greatest number of serious books is published in France. Most people think that the French are a frivolous nation, you know; that they have no home and no economy and do not stop to think; whereas, the reverse is true. They are a steady and staid people—nothing more proves that than the list of books that comes from the French presses each year. If there is any man with a serious book or scientific book that can't get a publisher else-

where, he can get it in France; there seems to be the largest reading public of serious books in France of any nation.

Now, you have met together, I suppose, to think these things all over and see how you can further the sale of books and serve your own interests. I have before me positive proof that there is no trust in the retail booksellers' business. [Laughter.] If there was a trust, I would be more apt to find three men here than three hundred, or a thousand [laughter]; and I wouldn't find them here either; I would find them upstairs in some bedroom [laughter], patching things up—they could decide everything themselves. Everything is now organized; the candy industry is now organized; but you people have probably no exact basis to organize yourselves into a trust on, or you would do it quick as a snap [laughter]—maybe you wouldn't do so wrong, either. Everybody is crying out against the holding company; that is to say, the trust, and yet when the trust comes, you know, everybody goes running to it to buy what he wants—so there you are; everybody is scolding, and yet everybody seems to like it. The politicians are scolding the most about it, and yet I should think they were pretty well satisfied in conducting a mere sham attack on the subject. It has always looked so to me. The holding companies are all organized under statutes passed for that purpose; that is the first point. If we didn't want them we would repeal the statutes, wouldn't we? Over in New Jersey you can go out and organize any kind of a trust you want, and yet the politicians are all making a terrible noise against trusts. I haven't heard any of them get up yet and say to repeal the statutes under which they are organized. They couldn't one of them exist except that there is a statute for them to organize under, not one; but statutes were passed for them to organize under, and then the national government, after they are organized, brings a big lawsuit to break them up. Did you ever hear any such nonsense as that? [Applause.] New Jersey, New York—even the District of Columbia, also, through Congress—and other states, passed these laws to create the holding company, and the holding company, as you know, is a company which holds a whole lot of other corporations by separate strings, and manages them all, as a unit, and then the government brings suit against them, one after the other, and expends money and no end of clap-trap and talk about breaking them up, and now and then succeeds in breaking them up and makes a terrible political noise about it, when, as I say, they are all organized under statutes that could be repealed if we didn't want them.

One President started that business of bringing suits to break up what the legislature does, and he was succeeded by another, who stepped into his shoes to carry out his policies. It seems to me he has carried them out pretty far, and now they are rivaling each other to see which of them, on account of this great work, is most fitted to be the President over again. [Applause.] My own opinion is,

and I am confirmed in it by the smallness of the fight caused in each state where this rumpus is taking place, that there isn't any very great eagerness to have either of them over again. [Laughter and applause.]

In one word, I think substantially all of us, notwithstanding this political sham and humbug, regard this thing of passing statutes to organize these holding companies, and then the bringing of lawsuits to throw dust in our eyes to break them up, as the most miserable piece of business that ever happened in any nation on the face of the earth. That is the way I look at it. [Applause.] I don't think the politician can fool us forever. "You can fool all of the people some of the time, and some of the people all the time, but you can't fool all the people all the time," said Abraham Lincoln, but I am sorry to say you can come pretty near it. [Laughter.]

However, I hadn't better touch politics, unless with the tips of my fingers [laughter], the way they make people arrested in the Police Department touch pads gently in order to get their finger-tips for identification [laughter], and I am perfectly willing to be identified on this subject, although I make my identity out to be the unpopular one; but I am not so sure it is the unpopular one. We will wait until we get the consensus of the thinking people of this country and see about that.

THE PROFESSION OF BOOKSELLING A LOFTY ONE.

The trade that you are engaged in is really a lofty one. I was in Atlantic City not long ago, and strolling along the boardwalk I went into a little bookstore, and this is a repetition of what I have noticed all my life since I have been in the habit of haunting bookstores, especially curious ones. As I went in it so happened that the keeper of the store identified me in some way, and he began to talk of various subjects, and I saw in that man what I have seen all my life in bookstores: the most intelligent class of men, if you will allow me to say so, in the community; they are there with their books. In addition to that, they meet the best part of the community that comes to them to buy books, and to be in such a place a few years is a liberal education, and in that way you will find the keeper of the bookstore very often a learned man, and always an intelligent companion, one that you can talk with, one that can advise you not only about books, but about other things. I mention that little incident, as it was recent, and as it reminds me of many other incidents of its kind which have occurred in my life.

Now the art of printing is what makes it possible for you to carry on your callings. Before the art of printing all books rested in manuscripts; they were in rolls. One book, Plutarch says, might consist of several rolls, and the great libraries of antiquity that you read of, the immense library at Alexandria (which is falsely said to have been burned by the Turks or the Mohammedans when they captured Alexandria) was nothing but an immense library of manuscripts. People went

there and consulted these manuscripts; it was a place for scholars only. Maybe not one per cent. of the population could read.

LITERACY AND THINKING.

I think that at the time of the Revolution in this country, the percentage of people that could read didn't exceed 10 per cent. I am only saying this to illustrate what the growth of literacy has been. There was a time when 5 per cent. of the people were literate; now it is 90 per cent., and the multiplication of reading, you see, is vastly greater than it used to be. But strange to say, some people deprecate that; they say that it does no good to read so many books. It is said that the Sultan, when the big library at Alexandria was burned, gave orders to burn it. He asked what these books were, and he was told that they were a great multitude of manuscripts, and he said: "Well, it is no harm to burn them, because all truth is in the Koran; therefore, if there is any truth in these books, it is in the Koran; if there be anything else in them it must be untrue; so nothing will be lost by burning them." I think that story was an invention of what no doubt never took place. Some zealous Christian invented that story, because we know that the Turks, in capturing places, were very liberal, and with an inclination towards learning in place of being opposed to learning.

So this great multiplication of books has caused a great many people to read, but has it caused a great many people to study? Have people really the reading habit? By the reading habit I mean the intelligent reading of books, the reading of books to weigh and find out what is in them; or are your patrons generally people who skim over books and idly read them, read them only for amusement or pastime, and know nothing about them after they get through with them?

PRINTING AND THE DECLINE OF SERIOUS THOUGHT.

When the art of alphabetical writing was first discovered, people bemoaned it—I am not talking of the art of printing, I am talking of the art of alphabetical writing. Even the philosopher Plato said it was a thing which had done injury to mankind—this discovery of the alphabetical art. He said that it stopped people from thinking; that without the alphabet people would have to learn profoundly everything they wanted to know, because they would have to carry it in their heads. He said the discovery of the alphabet had made a place in writing for the lodgment of all knowledge, and the people, knowing that they could go to it and get it as it was written out at any time, no longer studied things profoundly and saturated themselves with them and memorized them, so that they were a part of their being.

If that be so, what must we say of the mechanical art of printing? That made the evil that Plato saw a thousand times worse, but I suppose old Plato was mistaken; he was a growler, too. [Laughter.] He didn't want to see any new inventions; he wanted to carry

it all in his own head, probably; he didn't like to share it with too many others. The art of printing, no doubt, has spread knowledge eventually. At the same time the art of printing and reading is of very little value, and may be a great evil to those who do not treat it rightly: those who merely want to get what trash there is in print, if I may say plainly, simply to enjoy the sensation of going through the pages, and deriving no benefit, and probably deriving great harm, from reading. I mean those who cultivate the reading habit—the habit of reading solid books, reflecting on what they read, and above all things, always reading with a pencil in hand to mark passages to be afterwards cut out into a commonplace book—those are the people that are lifted up and made great by reading; they get all the benefit of it; they become cultivated people. I never speak in the schools or at a college that I do not say, of all things, to the boys and the girls, to learn the reading habit while they are in school; it will be a solace and a benefit to them all their lives. They are the people that haunt the bookstores looking for books to benefit them; but those who never get that reading habit, but merely read the trash that is put in print for the sensation, the momentary sensation of it, derive no benefit from reading. I suppose our friend Brentano here can tell us how many there are in New York of these two kinds—the people that come to his place to buy something to tickle their sensations, or who come in and lounge around and poke around among the solid books and finally pick up one, put their arm around it, and walk out, forgetting to pay for it. [Laughter.] I pick out Mr. Brentano because he now and then sends me a book, and I always thank him for it, because he always sends me a good one and one that does me a lot of good.

I won't ramble on further in this way. I will only say to you that I welcome you here to the city, and I hope your deliberations will tend to make your calling more profitable, and to make the minds of all those engaged in it meet throughout the country, and make you all work for a common purpose, and I hope also that you will be able to hold your own with the publishers [laughter] and not let them get away from you on the price. I suppose I have a selfish motive in that, because whatever price is paid I and the rest of us have to pay it to you. [Applause.]

The Chairman.—Mayor Gaynor, we appreciate your words of welcome and the words of wisdom that you have given us. We, the booksellers, have been fighting an uphill fight for a number of years, but we hope to bring home the ship; especially have we been favored this morning by your taking your time in a busy day, which I know must be more than taken up with the duties of this large city, to come here and give us these words of advice. On behalf of the Association, I thank you. [Applause.]

As the hour is getting somewhat late, we will proceed along the line of business laid out for the morning session.

The minutes of the Association were printed in the annual report. Has anyone discovered any correction to those minutes? If so, I will be very glad indeed to have you speak of it now. If not, the minutes will stand approved as printed in the report, and will save the reading of the minutes at this time.

Before Mr. Butler's departure he sent me a copy of his annual report, the president's report, which he asked me to read at this meeting, and as this is the place on the programme for the president's report, I will read it for him.

PRESIDENT'S REPORT.

During the past year the Association officers, and committees have endeavored to faithfully fulfill their duties, and we feel that definite progress has been made. A number of complaints were received, all of them considered, and in many cases cause for such complaint removed.

The correspondence of the year indicates a desire to have the following points considered:

It is still urged that a contract as to selling terms should be made by publishers and jobbers with all retailers, and it is believed that such contract could be maintained and would be of mutual benefit to publisher and retailer alike.

"Postage additional" is a point on which there should be definite regulations.

Prices and discounts to libraries should be on a uniform and profitable discount basis to the advantage of all concerned.

The vast number of rebinds, and the publication time of same, has come up several times, and matters relating to this important question might be considered at this convention.

Communications have been sent regularly to the entire membership throughout the year.

There is no doubt that the real coöperative spirit which was so pleasantly and strongly in evidence at our last meeting has grown to a marked degree. This is as it should be, and if still further developed the pleasant relations between publisher and retailer are sure to result to the benefit of all concerned.

On one point your president is compelled to admit disappointment, and this is the response given to the officers' request that every member of the Association should get one new member. The responses to the request were very few, indicating that business was so brisk with our members that they had not the time necessary to find this one new member asked for. The president hopes, however, that it is only deferred for a short time, and that during the quieter days of the summer season every member will find time to send in his one new name for membership in the Association.

All the committees—the Executive, Relations with Publishers, Programme and Entertainment, and Banquet Committees—have given their best attention to the work assigned to them as will be shown by their reports. I desire to extend the thanks of the officers of these committees for the time so liberally given to the needs of the Association.

The president and the Association were hon-

ored by an invitation to be among the guests at the annual banquet of the Stationers' Board of Trade, in March, which, much to my regret, it was impossible to accept.

The president would like to suggest to the members in attendance that the convention offers the one opportunity for the members to discuss freely and fully all matters pertaining to the interests of the booktrade, and to urge that any member who may have anything to suggest, or opinion to offer, will feel free to take advantage of the convention sessions so to do. I hope at the close of our sessions, that every member will go back to his daily duties appreciating still more the advantage of coöperation, and determined to support the principles of our Association more firmly than ever before.

Before concluding, I wish to thank the officers and the various committees for the support they have given, and the members, one and all, for the consideration and courtesy shown to me during my terms as your president.

Much has been accomplished in the past. Still greater opportunities are before us. May we be able to take advantage of them and work together for our common good.

[The acceptance of the president's report was moved and carried unanimously.]

The Chairman.—We will now listen to the report of the secretary.

SECRETARY'S REPORT.

FOLLOWING last year's meeting of the Association, our former secretary, Mr. A. B. Fifield, very generously gave of his time and experience in revising and completing the report of that meeting and attending to the details of its publication in the convenient form in which it finally reached the members of the trade. Copies of this report are still obtainable, and it is a great incentive to one's effort to delve into it from time to time.

More and more each year the correspondence involving the problems confronting the Association is carried on through the Executive Committee. The dimensions of this correspondence, and the importance of the questions therein discussed, will become evident as we listen in due time to the report of that committee. A limited number of letters have recently been written to the secretary suggesting such measures as in the opinion of the writers should receive consideration during the sessions of the convention. These suggestions will be referred to the Committee on Resolutions as soon as it is appointed, and each one will receive careful consideration at the hands of this committee.

The membership of our Association has not grown to the extent we had hoped since last year. The suggestion offered at that time, to the effect that each member endeavor to get at least one new member, seems to have been forgotten by most of us—or, at least, if the effort was put forth it was rarely successful. This is much to be regretted. Believing in the aims of this Association—in the things it stands for—it is of very great importance

that its influence should be broadened and deepened by an ever-increasing membership, until practically the name of every American bookseller is enrolled.

It may be interesting to read here a little table which has been prepared, showing the geographical distribution of the present membership of the Association:

State.	Number of Members.
Alabama.....	8
Arkansas.....	5
California.....	26
Colorado.....	13
Connecticut.....	16
Delaware.....	1
District of Columbia.....	5
Georgia.....	7
Idaho.....	1
Illinois.....	28
Indiana.....	16
Iowa.....	14
Kansas.....	22
Kentucky.....	11
Louisiana.....	2
Maine.....	3
Maryland.....	5
Massachusetts.....	29
Michigan.....	25
Minnesota.....	10
Mississippi.....	6
Missouri.....	9
Montana.....	2
Nebraska.....	2
New Hampshire.....	8
New Jersey.....	10
New York.....	80
North Carolina.....	7
North Dakota.....	3
Ohio.....	23
Oklahoma.....	1
Oregon.....	9
Pennsylvania.....	58
Rhode Island.....	5
South Carolina.....	2
South Dakota.....	2
Tennessee.....	6
Texas.....	9
Utah.....	1
Vermont.....	4
Virginia.....	7
Washington.....	5
West Virginia.....	7
Wisconsin.....	16
Total membership.....	529

As in the year previous, monthly letters signed by the officers of the Association have been mailed to our members. It may not be generally known that these letters are written by different members of the Association, and it is hoped in this way to get different viewpoints on the various subjects treated.

It is interesting to note the increasing numbers attending our annual meeting the past few years. Here is the record: 1907, 36; 1908, 59; 1909, 88; 1910, 161; 1911, 254.

We shall miss some of the familiar faces this year. Letters of regret, because of enforced absence, have been received from O. L. Hall, Portland, Ind.; John W. Graham & Co., Spokane, Wash.; Frank M. Braselman, Presb. Board Pub., Philadelphia; E. R. Graham, Meth. Book Concern, Chicago; The Herrick Book & Stationery Co., Denver, Col.; and last but not least, our devoted president, Walter L. Butler, Wilmington, Del.

Many letters have reached the secretary, congratulating the Association on the good it has accomplished. Here is one, selected at ran-

dom, the sentiment of which is fairly representative of all the others:

"We are very much pleased with the work that is being done by the American Booksellers' Association, and we are more than willing to do everything in our power to cooperate with the Association in maintaining net prices."

(Signed) THE J. K. GILL COMPANY,
Portland, Ore.

In closing this report your secretary wishes to speak a word of gratitude for and appreciation of the efficient and never-failing helpfulness of our New York office representative, Miss Grace E. Going. She is always on the job, and painstaking to the last degree.

Respectfully submitted,
WALTER S. LEWIS, Secretary.

May 14, 1912.

The Chairman.—Mr. Butler, the president, had the hardest time of his life to make up his mind to get away at this time, and he wanted me to be sure to convey to the Association members here his heartiest words of love and kindness; but he felt that the opportunity was so great that he could not very well put it off, and he wrote to me and asked me if I would take charge of the meeting, and I told him that, inasmuch as I envied him his opportunity, I could not help but do it. What is your pleasure concerning the secretary's report?

[The acceptance of the secretary's report was moved and unanimously carried, and the report was accepted and filed.]

The Chairman.—We will now listen to the report of the treasurer, Mr. Herr.

[The report was read by Mr. Herr, and is as follows:]

REPORT OF THE TREASURER FOR THE FISCAL YEAR. MAY, 1911-MAY, 1912

Receipts.

Balance in treasury May 9th, 1911.	\$973.97
Receipts since:	
From 1911 membership dues paid after the convention—44 members at \$5.00 each.....	\$220.00
From 1912 membership dues to date:	
208 members at \$5.00.....	1,040.00
1 member at \$2.00.....	2.00
Profit on Eleventh Annual Banquet.....	74.00
Rent from The Indexers from June 1st, 1911, to January 1st, 1912—7 months at \$6.00.....	42.00
From Bookseller, Newsdealer & Stationer and the PUBLISHERS' WEEKLY (\$43.77 each for ¼ share of expense of reporting 1911 convention).....	87.54
	1,455.54
Total receipts.....	\$2,439.51

Disbursements.

Rental of office for 12 months at \$20 per month.....	\$240.00
Miscellaneous printing bills paid by check (including circularizing campaign of 1911 Membership Committee, reprints from trade papers, stationery and printing of various form letters).....	282.52
One thousand 1911 convention reports.....	188.39
Reporting 1911 convention.....	175.10

One-half page advertisement in the PUBLISHERS' WEEKLY.....	14.00
300 convention badges for 1912..	36.00
Walter L. Butler—incidental expenses in connection with 1911 convention.....	19.28
On account of Cash Box.....	500.00
	\$1,455.29

\$984.22

Accumulated interest on checks deposited in bank.....	61.14
---	-------

Balance in treasury, May 11, 1912.	\$1,045.36
------------------------------------	------------

CASH BOX REPORT.

Balance in Cash Box, May 9, 1911.	\$26.85
Received from treasurer.....	500.00
	\$526.85

Disbursements.

Grace E. Going, manager, salary for 53 weeks at \$6 per week.....	\$318.00
Postage.....	138.00
Expressage.....	3.60
Exchange on checks.....	1.50
Mary J. Going, for three days' services at 1911 convention.....	6.00
Eugene L. Herr, incidental expenses in connection with 1911 Program Committee.....	2.75
Two sets of reprints from the PUBLISHERS' WEEKLY.....	3.50
One hundred circular letters for Mr. Clarke.....	2.50
Incidental expenses (receipt book, rubber stamps, etc.).....	3.89
	479.74

Balance in Cash Box, May 11, 1912.	\$47.11
------------------------------------	---------

[Applause.]

The Chairman.—Are there any outstanding bills?

Mr. Herr, of Lancaster, Pa.—The only one I know of would be the bills from the Programme Committee for this year; they have not been put in for printing this year's programme. I do not know of anything else. That will not be very large; thirty, or forty, or not over fifty dollars, anyway.

The Chairman.—It certainly seems good to see the balance on the right side of the ledger.

Has anyone any questions they would like to ask about the treasurer's report? If not, what is your pleasure concerning the same?

[The report was ordered filed.]

The Chairman.—We will now listen to the report of the Executive Committee. Mr. Clarke, chairman of the Executive Committee. [Applause.]

[Mr. Clarke, chairman of the Executive Committee and Committee on Relations with Publishers, read the combined report, which is as follows:]

REPORT OF THE EXECUTIVE COMMITTEE

I HAVE the honor to report in connection with the work of the Executive Committee and Committee on Relations with Publishers for the year just ending.

To illustrate the activities of the Association as a whole, herewith is a list of various documents issued directly from the office of the association for all departments:

Letter accompanying official report of the convention.
Letter of warning suggesting purchasing only desirable books at a proper discount, with enclosure of regret because a publisher receded from a net price to a regular price on an important volume of fiction.
Reprint of communication of "Modern Bookseller."
Circular in reference to retail booksellers and others advertising books net without postage additional.

Letter from the treasurer requesting payment from those who had overlooked him.

Circular calling attention to the possibilities of profit on certain lines and requesting help to increase our membership, also including circular upon library discount and who are entitled to same.

Notification of the advertisement of books with extraordinary and impossible discounts offered by a certain publisher.

Printed address by Mr. Eugene L. Herr.

Printed address by Mr. Walter S. Lewis, "Present Golden Opportunity, and How to Make the Best of It."

Circular on December suggestions.

Circular of advice for 1912.

Circular from Treasurer requesting payment of 1912 dues.

Circular of advice and request for suggestions.

Hint from the treasurer as to payment of dues.

Preliminary notice of convention with special reference to banquet.

Leaflet, "Every Bookseller," with program of proceedings.

Letter to publishers from Library Committee.

One copy of each will be placed on the desk of the secretary for reference and inspection during the sessions of the convention.

In response to numerous inquiries in corroboration of a sentiment on the part of your official representatives, the Executive Committee has considered it advisable to confine discussions of reports and recommendations to members of the Association at Executive Sessions, which will follow the regular session, according to circumstances. There will be no exclusion of retail booksellers, whether members or not. It has been intimated that many booksellers would feel more at liberty to express themselves upon matters involving their interests at a meeting confined to those directly interested; and a general expression of sentiment secured.

To save time, each member is requested to make a list of what he wishes to have explained or discussed for reference at these Executive sessions.

SUBJECTS CONSIDERED BY THE COMMITTEE.

There has been a variety of subjects considered; some originating directly in the two committees which I represent; others from members at large as well as from all parts of the country. The subject which has occupied the most time is that familiarly termed "cuts." The honor, or dishonor, was about equally divided between publishers, booksellers, department stores and catalogue houses.

The following are the subjects covered by correspondence to or from one or the other of the two committees which I have the honor to represent:

Return to a "regular" price after announcing a book net in advance of publication.

Executive sessions.

Excessive prices.

Insufficient discount.

Net prices on juvenile books.

Rebinds.

Delivery in advance of publication.

Sales to stationers and other merchants not carrying a stock of books regularly, and including publishers handling the product of other publishers.

Lending libraries not conducted by booksellers, and other libraries which could not by

any possible construction be considered public libraries.

Net prices, permanently maintained on salable copyrighted books.

Prices in quantity to other than booksellers or public libraries.

Book clubs, including some fake offers made through the press by irresponsible parties.

Offers of books as prizes or "bait" in connection with periodical subscriptions.

Coöperative societies.

Special offers by publishers of sets of books to the public at prices less than dealers pay for regular editions of the works of the same authors sold by retail dealers.

Recognizing the impossibility of covering these propositions in detail I have referred only to certain leading matters, but will say preliminarily that the trade was almost unanimously opposed to prevailing conditions as connected with the subjects listed.

There seems to be a total absence of knowledge on the part of publishers and dealers alike, as to the actual conditions. I, therefore, take the liberty of a brief explanation.

First, the publisher or owner of the copyright has an absolute right to establish a price in accordance with adequate returns to author, to the publisher and dealer as well. If this results in a price which seems excessive, the purchaser and the dealer alike can refuse to buy. The limitations made by the publishers on net books are not subject to any evasion on the part of those legitimately entitled to make sales. It is not a question of judgment, but a question of conforming to specific restrictions made by the publisher in the maintenance of the net price of his book, except to a dealer or in some instances to a public library. The matter would seem to end there so far as the dealer is concerned.

Apparently there is no doubt as to the scope or intention of copyright and patent laws in the endeavor to encourage production by securing for a limited period the absolute right to establish prices with due regard to a proper return to beneficiary and to distributor as well.

Congress has apparently recognized the necessity for this provision, because the results which are so far-reaching are consequent upon the expenditure for manufacturing plant, labor, publicity and other factors, which are absolutely necessary to be incurred before any benefits will accrue to the holder of the original grant; the limitations of the same becoming a concession to the alleged rights of the public to benefit eventually from the grantee's production. There is another safeguard, and that is if on the output an excessive price is demanded, someone is sure to produce something similar at a lower price. The sewing machine and bicycle are notable instances. There are cases where the inventor, being satisfied with a small margin of profit, has prevented competition. This kind of liberality is somewhat rare, but nevertheless appreciated.

A LIVING DISCOUNT.

The discount allowance should equal or exceed a living profit on sales of books in every

class of literature. The publishers seem to have forgotten that the rights granted them by the law are susceptible to dictation as to the price to be obtained by dealers. Their methods in dealing with the retail trade suggest the restrictions that met the maiden with natatorial aspirations, as illustrated in the following verse:

"Mother, dear may I go out and swim?
Yes, my darling daughter;
Hang your clothes on a hickory limb,
But don't go near the water."

NET JUVENILES.

The absurdity of publishing fiction for adults at a net price, and fiction for children at the old deceptive price called regular, when it has been proven conclusively that no book can possibly be sold under the old conditions of regular discount, so-called, except at a loss, has provoked much adverse criticism. The necessity for a permanent net price on salable books is clearly indicated by the avalanche of correspondence received by your committee. When you gentlemen consider that up to the time Webster's Dictionary was put on a proper basis as to maintenance of price, not one of you had ever made a cent on that production. On the contrary, you lost heavily on every sale. No one of us has ever made anything on "Ben Hur," "David Harum," "Familiar Quotations," "Cambridge Poets," works of Kipling, Stevenson, Parkman, Mark Twain, ad infinitum.

CO-OPERATION IN THE TRADE.

The bitterest complaints received have involved the jobber and his competition with the retail dealer, growing out of extra discounts which he obtains, which are sufficient, if discontinued, to enable every publisher to handle the retail trade direct, including all inquiry and necessary restriction as to credit, and thereby securing more liberal terms to the retailer. The publisher will be a gainer by being brought more intimately in touch with the retailers and their opinions to an extent which has been conspicuous formerly by its absence, as indicated by the publishers' attitude toward the retail trade as communicated by the publishers' representatives, which is manifestly opposed to the real conditions of that trade and as well the sentiment as actually existent. There should be no disagreement between publishers and retailers, or between publishers and authors. Their interests are identical, notwithstanding the interests of the public at large are interfered with by reason of the chaotic methods of publishers which have prevailed for so long and are only partially improved.

The very able articles of Mr. Yard, showing that publishers admit an expense account equal to that which has already been demonstrated by the retail trade, after much investigation, has practically silenced publishers' criticism upon this subject.

There is one thing which has compelled my special attention. That is, the everlasting and senseless suggestion on the part of publishers

that the retailers should combine to maintain prices on books published "regular," which should be issued at a permanent net price, as in the case of the most recent publication. The publishers must realize that this position is not a tenable one; they must acknowledge that there has never been anything in the nature of an agreement fixing prices by the retail dealers, and there never can be legally. Our procedure has been collective as to conditions and sentiment, and consultative as to remedies. We have passed resolutions; we have written letters; we have had personal interviews, and have failed to penetrate the business common-sense which we feel sure must exist among publishers.

I have alluded briefly to these few subjects. I am ready, however, at the Executive Session, to answer any questions relative to any other subject in my list, but to which I am not now referring especially.

I wish to pay tribute to the coöperation of the president, and the governing board; the hearty letters of endorsement from many booksellers in different sections of the country, and to the assistance rendered by those in whose vicinity the few breaks in prices have occurred. I am sorry to say one well-established book firm has been forced out of business in consequence of "cutting" by a store which cannot be considered as legitimately engaged in the book business. The incoming committee should give their special attention to this case and should warn publishers at an early date in an endeavor to prevent repetition.

It is a source of regret that our president is not with us. Those of us whom he consulted assured him it would be an act of selfishness on the part of this Association to let our desire for his presence interfere with the possibility of a most unusually interesting and desirable trip.

The Chairman.—As suggested by Mr. Clarke, any discussion of this report, or any discussions, will be referred to the executive session of the Association.

I do not believe that we all appreciate the amount of work that Mr. Clarke does in the course of a year. In reality, the brunt of the whole fight for bettering our condition has fallen upon the shoulders of Mr. Clarke. It takes a great deal of his time; also a great deal of thought to carry this work over successfully, and in making a motion to accept the report of the chairman, the Chair would be very glad indeed to entertain a motion of a vote of thanks along with that motion. What is your pleasure, gentlemen?

[The motion was duly seconded and carried unanimously. Applause.]

The Chairman.—In the absence of Mr. Stewart, chairman of the Committee on Relations with Libraries, I will ask Mr. C. E. Butler to make the report of this committee.

REPORT OF THE COMMITTEE ON RELATIONS WITH LIBRARIES

Mr. Butler (of Brentano's).—Mr. Stewart had fully intended to be here, Mr. Chairman, but, of course, he did not materialize, so he

turned the matter over to me, with the request that I state to you what has been done.

This committee has been hard at work on this subject for the last year, and we have prepared numerous papers. I just returned from Cleveland this morning, having had the pleasure of traveling all night, and I met Mr. Brown and Mr. Stewart, and we went over this matter very thoroughly; but I do not know that I am prepared to say anything, except to report progress.

We were unable, at that particular time, to get together with the members of the library committee—Mr. Roden, I believe, was in Chicago—but I felt that the figures and the facts that were placed before Mr. Brown have left their imprint. He was in very grave doubts, naturally, as to the assertion we make that we cannot supply the libraries cheaper than we are now doing. Their claim is for a better discount than a tenth on net and a third on miscellaneous books. We think we showed them very conclusively that it would be impossible for the bookseller to make any further concession.

That is about as far as that aspect of the matter has gone; but in connection with that, I might say that we have taken up certain other matters—family affairs, that is, matters between the bookseller and the publisher. There are a number of very serious questions which, I think, by a broad treatment by both parties, can be brought to a successful issue. One point I might mention is the giving of an excessive discount to the libraries—a discount equaling that to the bookseller—by certain publishing houses and certain jobbing houses. I think it has been shown the jobbing houses, to their satisfaction, that there is very little or no profit even in their handling of library business.

I have nothing further definitely to report, but I would suggest, if this is the time to do so, either the continuation of this committee for further consideration of the subject, or that the matter be referred to the Executive Committee for such final action as may be best. Mr. Brown expressed some regret that we had not been a little more prompt in handling this matter, as it has taken a year really to arrive at the point we are now at, at the last moment; but there have been a great many trying features in connection with our work, and a great deal of correspondence.

Mr. Clarke.—Mr. President, I would like to move that Mr. Butler's suggestion be adopted; in other words, the continuance of that committee. I have been cognizant, as perhaps no other man has, except possibly Mr. Walter L. Butler and Mr. Lewis, of the work that that committee has done—it has been continuous throughout this year. The committee suffered very much by reason of not having the entire committee in one place. Fortunately, they had two men in New York, but to get the whole thing crystallized necessitated consultation with the different members of the Board of Officers and the constant return and changing of documents, so that the committee has been accomplishing a magnificent

work as far as they have gone. I happen to know what they were up against in one or two of the directions, which I won't mention. I feel, however, that that committee should be continued, and that we sincerely appreciate the immense labor that they have performed this year. I second the motion.

[Moved and carried that the Committee on Relations with Libraries be continued for another year, with the same personnel as last year.]

The Chairman.—I will call upon Mr. Ward Macauley, chairman of the Programme Committee, to make his report at this time.

REPORT OF THE PROGRAMME COMMITTEE

Mr. Macauley (of Detroit).—The report of our committee is very largely in your own hands in the shape of this programme. If any of you have failed to bring the programme with you to-day, you can get a copy of it from Miss Going. We have an ample supply.

There are two or three points, however, that perhaps require a little explanation.

When I wrote Mr. Bellamy, of Denver, asking him to address us on the topic, "The Relation of the Bookseller with the Traveling Salesman," he wrote me that he would be very glad to prepare the paper, but he presumed it would be impossible for him to be here. As that was some time before the date of the convention, I took the chance that possibly he might be able to change his mind and come. I wrote him again as late as last week, and still Mr. Bellamy is unable to come, so his paper will be read.

At the last moment, we also received a paper from Mr. J. K. Gill—"The Book Trade Situation on the Coast"—that we shall ask Mr. Lewis to read.

On the next point, the Programme Committee seems to have gotten itself mixed up. We asked Mr. Dodd to give us a paper on the relation of the traveling salesman with the bookseller, and Mr. Bellamy's article was to be the relation of the bookseller with the traveling salesman. Mr. Dodd, on receipt of the programme, wrote that he understood the paper was to be the relation of the traveling salesman not with the bookseller, but with the publisher. Upon receipt of his word, I read Mr. Bellamy's paper very carefully, and I found that Mr. Bellamy so well presented not only his own side, but also the side of the relation of the traveling salesman with the bookseller, that I acceded to Mr. Dodd's request, and allowed him to speak on the topic, "Relation of the Traveling Salesman with the Publisher." The idea, in the first place, was that we would have this one topic presented on both sides and both papers discussed at once, and I think we can follow that out in relation to these two other papers.

A CLEARING HOUSE SUGGESTED.

About two weeks ago I received a communication from Mr. C. E. Butler regarding a clearing house in New York City. Mr. Butler's request was that this communication be referred to the committee for action. I

would like at this time to have Mr. Butler give us a word or two of explanation, instead of reading this communication in its entirety.

Mr. Butler.—Mr. Chairman and gentlemen, this is not up to me. Is Mr. Eisele present? This is a paper that has been formulated and published in full in the PUBLISHERS' WEEKLY, so I need not take up much of your time; formulated by Mr. E. Eisele, the gentleman who has charge of our foreign department, and who is thoroughly familiar with the conditions that prevail abroad.

It seems that in Germany, if I am not mistaken, but especially in Holland, there is what they call a clearing house, by which a very large proportion of the detail of the book business is carried on, including the collecting and delivering of orders to the different booksellers. He proposes that such a clearing house would be a very good thing for the United States booksellers to adopt. I would impress upon you all the desirability of reading this paper in the PUBLISHERS' WEEKLY with care and testing it from your own viewpoint. I think that he enters into the proposed cost.

[Mr. Butler then outlined the costs of such a clearing house service, as was described in the PUBLISHERS' WEEKLY of March 23.]

Mr. Macauley.—Mr. President, I would like to move that we accord with Mr. Butler's suggestion and turn the matter over to a committee for consideration.

[Motion carried unanimously.]

Mr. Macauley.—The next point I would like to draw attention to is the meeting this afternoon at three o'clock at Harper & Brothers. It has been suggested that possibly it would be advisable for us to meet here before going. You will notice that on Wednesday evening there is to be a theatre party. I will ask Mr. Shoemaker, who very kindly took charge of that part of the programme, to give particulars.

Mr. Shoemaker.—The report of the Dramatic Committee of the Programme Commit-

tee is very brief and to the point: there is to be a theatre party to-morrow night, "The Garden of Allah," at the Century Theatre, and by courtesy of Messrs. Grosset & Dunlap and Frederick A. Stokes Company tickets are to be provided for all the members of the Association and those gentlemen who have their wives with them. If, at the close of this meeting, you will give me your names, I will see that tickets are obtained for you.

PROGRAMME COMMITTEE DESIRES SUGGESTIONS.

Mr. Macauley.—This concludes the report of the Programme Committee, with the exception that I would like to say this: that any suggestions that you have to offer to the next Programme Committee should be offered them early. We were very scant of suggestions in the first eleven months of the year, and very plentiful with them at the last, after our programmes were printed. Now, if there are any things that you think ought to be brought up, I would suggest that you turn them over to the Programme Committee within the first six months, and then, if you are called upon to prepare a paper, it seems to me, unless you have a very valid reason for not doing so, it is your duty to the Association of which you are a member to accept. [Applause.]

Mr. Herr.—Mr. President, I move that the report of the Programme Committee be received with a vote of thanks. I appreciate the labor that the gentlemen of the committee have given to this work. In doing that, I would like to have incorporated a vote of thanks to Messrs. Grosset & Dunlap and The Frederick A. Stokes Company for the delightful entertainment that they are giving us. [The motion was carried unanimously.]

The Chairman.—The first paper on the programme is one on "The Relation of the Bookseller with the Traveling Salesman," assigned to Mr. Bellamy, and to be read by Mr. Ward Macauley.

THE RELATION OF THE BOOKSELLER WITH THE TRAVELING SALESMAN.

BY H. E. BELLAMY, of the Kendrick-Bellamy Company, Denver, Colo.

I KNOW of no line of business that calls for a higher standard of character than that of the salesman for the twentieth-century publishing house. He must at once be a man of the greatest sincerity and honesty. He must be considerate of the real wants of his buyer. It is absolutely essential that he begets confidence to the utmost degree. In fact, he must be in a large measure the buyer as well as the seller.

Book salesmen are to-day the most uncommercial travelers on the road; their interests lie much deeper than the mere taking of large orders, and by this I do not mean to infer that they are at all lacking in business ability, but their calling is one which arouses an interest which cannot be reckoned in mere dollars and cents.

The coming of the book salesman is looked

forward to with great interest; especially is this so in cities which are far removed from the publishing centers, and where buyers are unable to get into market with any degree of regularity. His coming promises to be a campaign of education for the buyer, and I often regret that it is not possible for every person employed in our book department to be able to hear his talks on the various books he has to offer. Certainly, if this were possible there would be a much better corps of book salespeople in the retail stores than there is to-day.

THE SALESMAN A NECESSITY.

Occasionally we hear of some publisher who thinks that his publications sell themselves, and that a mere ordertaker is all that is necessary to place his books upon the

shelves of the retail book store. We cannot see how such conditions could exist even in the *immediate vicinity* of such a publishing house, and as for us who are situated some thousands of miles away, he is an absolute necessity. The lack of system of the average book buyer of to-day has forced the book salesman into a position of responsibility which is not equaled in any other line that I know of. His real worth lies in his thorough knowledge of his line and his ability to *advise* the buyer as to what will best suit his needs. To do this, he must be well versed in local conditions and the trade conditions of the particular store in which he is endeavoring to place his publications.

I think we book buyers are to be congratulated upon the splendid lot of men who are to-day representing the publishing houses upon the road.

There are times when we all know that to listen patiently, as they do, to our numerous complaints, *just* though they may be, they must have the "patience of Job," for in some respects they are, figuratively speaking, "between the devil and the deep sea." If a salesman is cognizant of the buyer's complaints to the extent of endeavoring to make any radical changes in some of the old rules of his house, he is very liable to incur the displeasure of those at headquarters; and on the other hand, if he takes no action on behalf of the buyer he is in many instances put down as indifferent and likely to have his order cut accordingly. This doesn't seem like fair treatment of the salesman, but often it is the only way to convince those at headquarters that the buyer in some distant city is sincere, and that perhaps his grievances may be just ones, or, at any rate, worth looking into.

SALESMEN SHOULD HAVE AUTHORITY TO ADJUST COMPLAINTS.

The book salesman should come with authority to adjust the complaints or differences which arise in various communities, and which often exist there and perhaps in no other place. A careful explanation of grievances invariably receives the immediate consideration of the salesman, but too often he is powerless to adjust matters, and by the time he again arrives at headquarters he has forgotten the apparently small differences of which his trade has complained, and the dealer is forced to plod along in the same old way until he happens to be in New York, when it is all adjusted with the greatest ease, usually with the remark from the publisher: "Oh! You know how difficult it is to understand such things at long range."

We all have our peculiarities and faults.

One of the greatest of these is fast disappearing to-day among book salesmen, and that is the lack of appreciation of what may seem to be small orders. Local conditions in a community, the condition of one's stock, and other reasons often prevent a buyer from placing his orders of usual size. In no other line of merchandise is this thought to be unreasonable; yet I have known book salesmen who apparently took it as a personal affront, and actually made their visit remembered in a very unpleasant way. How much more we are all inclined to help boost a line when under such conditions the matter is treated by the salesman with regret, but with encouraging remarks which influence not only the buyer but every clerk in the book department to resolve to bring that line to the front before another visit from the salesman.

RECORDS OF RE-ORDERS DESIRABLE.

Right here we should like to urge the publisher to equip his salesmen with records showing the book dealer's re-orders during the year on the various titles in the list. This assistance is of untold value to every buyer, and could not fail to largely increase the stock orders with much profit to the publisher. One of the leading publishing houses has adopted this plan on its coast trip, bringing a marked catalogue for each buyer, thus showing him his re-orders during the entire year, and we are always surprised at the great number of titles which have been ordered and which we have never thought advisable to stock. The result of this to the publisher is obvious. In this particular instance it has been one of the strong factors in bringing up an account which some five years ago ran about \$600 per annum to an amount last year of over \$3000.

I trust that these few brief remarks will not be construed as being in any way pessimistic. Personally, I feel that the book business has never been on as sound a basis as it is to-day, and though it is yet far from being profitable, when compared to other lines of merchandising, we are surely working in the right direction, and I firmly believe that the book salesman of to-day is doing more to bring about the right conditions than any other one factor in the book business.

[Applause.]

The Chairman.—Gentlemen, as these two papers are somewhat alike, and the subject closely allied, may we have a discussion of the papers together at the end of the second paper?

We will now listen to the paper on "The Relation of the Traveling Salesman with the Publisher," by Mr. Frank C. Dodd.

THE RELATION OF THE TRAVELING SALESMAN TO THE PUBLISHER.

BY FRANK C. DODD, of Dodd, Mead & Company.

Mr. President, Ladies and Gentlemen:

WHEN Mr. Ward Macauley asked me to read a short paper on this subject I agreed with some hesitation, because I was not altogether sure that there was anything to be said except the obvious. However, after some mental stress, I finally got together a few ideas, put them on paper, and was indulging in that delightful relaxation which we all recall when our lesson was prepared in the schoolboy days. Then came a copy of the printed programme, and what was my dismay when I saw that my subject was "The Relation of the Traveling Salesman to the Bookseller." Now, a bookseller is not a publisher—at least not often—and judging from some of the arguments I have heard here, there are distinct and vital differences. Well, gentlemen, I thought some hard thoughts about our friend. I recalled an old story about a traveler on a lonely road in the South, who came upon a very disheveled old negro lying by the wayside, clothes torn to shreds and plastered with dust and grime. "Why, Rastus, what's the trouble?" asked the traveler. "Where did you come from?" "I was done dropped here," replied the negro. "Dropped here? What do you mean?" "Yes, sah, I was dropped here. I came from a village seventeen miles down yonder. A cyclone done picked me up and carried me here. The old niggah was 'most killed this time, sah." "It's a miracle," said the other. "The Lord was with you on that trip, wasn't he, Rastus?" "Well, boss, I don't know whether the Lord was with me, but if he was he certainly was going some!"

That's the way I felt. But the good Ward let me have my own way, after all.

SALESMAN AND PUBLISHER EACH INDISPENSABLE.

In the last analysis, the publisher, as such, and the salesman, as such, are the two indispensable components of a publishing house. Sometimes in the beginning they are one and the same man in a kind of dual personality. Dr. Jekyll sits at his desk interviewing authors, binders, paper and advertising men—a very busy publisher indeed. He locks the door of his office one night, and next morning Mr. Hyde appears in Boston representing the house of Young, New & Company. It is secretly amusing to Mr. Hyde to refer solemnly to "the house," and insist on consulting them about a certain price or discount, and next day to write a lengthy letter from New York, in which the editorial "we" is frequently interspersed.

But more often a young publishing house is formed by the alliance of a man who has, or believes he has, the necessary instincts and qualifications of a publisher with another who "knows the ropes"—who has had practical experience in business, and, above all, is familiar with the traditions and customs of the

book trade and even has, perhaps, a personal acquaintance with many of his prospective customers. Given two such men, nicely balanced, and a little experience will enable them to handle easily a business of even considerable volume. The publisher stays at home, gathers the material, manufactures, advertises and attends to the office details. His partner, the salesman, travels to the principal cities and sells the books. But that is far from all his work—important and necessary work, to be sure, but not the most important. First of all, he must be an ever-flowing fountain of ideas. Ideas and imagination are the two essentials to any successful business, and in no business, perhaps, is this quite so true as in publishing. The salesman comes home from his trip on the road to his partner and publisher and tells him what kind of books the trade want, how they should be manufactured to attract the buyer, what prices and discounts are desirable, what mistakes have been made, and what policy should be adopted to secure the co-operation of the booksellers. His pleasing personality and enthusiasm has perhaps made him friends, and won the confidence and good will of his customers; but the successful salesman knows that his final success depends largely on *what he has to sell*—if it is good the trade will buy, and buy again next time, and mere salesmanship without "the goods" counts for little in the long run. And so the ambitious salesman spends as much time and thought on the quality of his wares as he does on trying to get orders, for he knows that these will follow inevitably if "the line is good." The publisher, as distinguished from his partner, the salesman, is the man who should stamp the impress of his personality on the business. He has the ideals, the individuality and probably the temperament. His should be the guiding hand. Authors are as essential to a publisher as customers are to a salesman, and authors have peculiarities and idiosyncrasies and nerves, which require something more than hard business sense to handle. The successful publisher has imagination, ideals and enthusiasm, but, above all, *instinct*, which may go wrong at times, but which often tells him confidently "publish that book," or "this risk is great, but I believe the reward is sure." And often the confident judgment of the shrewd salesman partner is at fault, and the instinct of the publisher hits the mark.

CO-OPERATION WITH THE SALES DEPARTMENT.

I have taken a small publishing house as an example, because it illustrates what should exist in every publishing house, great or small—close co-operation between the publisher and his sales department. One complements the other, and both are accessory to a complete whole. The work of other departments of the business, such as the manufacturing, advertising, office, etc., is necessary

and not distinctly creative. And their forces are controlled and directed.

So it behooves a publisher to choose his salesmen with care, even though he employ many. For unless those salesmen realize that their duty is for more than merely to sell books, they are overpaid, no matter how small the salary. The potential value of a salesman to his employer is in just exactly the same proportion as the value of the salesman in the small publishing house is to his partner, the publisher. Unless he is producing ideas, as well as orders, his value is far less than he often imagines. There is a certain truth in the statement said to have been made by one publisher: "I don't need salesmen. My books sell themselves." Certainly an office boy could take many of the largest orders that are given to salesmen. If the demand is evident, the order follows surely. But if the salesman realizes his opportunities and comes back to his employer, the publisher, with practical suggestions, with constructive, rather than destructive criticism, with ideas about manufacture, publishing and advertising, with enthusiasm and loyalty, then his earning power is always larger than his salary, and his association with his employer grows closer year by year.

I have said little about the relation of the salesman to the bookseller and good salesmanship in itself as a qualification for success. That is something which takes care of itself. Selling geniuses are born occasionally, and now and then one drifts fitfully into the sales department of a publishing house—and drifts out again. Why? Well, he sticks the trade just because he can't help selling. It's his ruling passion. Some brilliant examples have even continued a dazzling career for two or three years, but the end is certain—if he can stick the book trade three years running he will get a better job in some other business where there is more room. I am speaking now of salesmanship in its narrower sense. A true salesman, and one who builds on solid ground, is the man who uses good common garden sense in selling his wares. He wins and retains his customers' good will and confidence, while at the same time working first, last and all the time for the house. To do this requires good judgment, tact and a fair and honest mind.

INFORMATION FROM THE BOOKSELLER.

An estimate of the value of the salesman to the publisher would not be complete without a few hearty words of acknowledgment to the bookseller for his ever-willing and intelligent response to the frequent calls of the publisher, through his salesman, for advice and information. Many booksellers here (especially one I could name) have been asked hundreds of times, "What do you think of this scheme?" "Would such and such a book sell?" "How is that book going?" This is not idle curiosity on the part of the publisher. It's all a part of the game of getting ideas and information which will guide him

in judging shrewdly the taste of the fickle public and presenting salable books to the trade. And the bookseller never fails to give generously to such a worthy cause.

To booksellers, the salesman stands for "the house," for in the nature of things they seldom see the publisher himself, and so it means much to the publisher to be represented in the best way by the right sort of man.

But to the publisher, the salesmen mean much more. He is not only the strong right arm that gathers in the business, but he is or should be the partner of the publisher in the best sense of the word—a busy, energetic fountain of ideas, a gleaner of valuable information, a director of policy in trade relations, a man on whose trained business judgment the publisher relies, and last, but not least, the man who bridges the gap between the publisher and the bookseller.

[Applause.]

The Chairman.—Gentlemen, we have before us now the two papers full of suggestions for discussion. I have no doubt, from the large number of traveling salesmen I see in the rear of the hall, that they will have much to say about these two papers. The booksellers, in the front ranks, will have just as much to say on the opposite side. Can't we have a free and open discussion? We are not talking to individual salesmen nor to individual booksellers or publishers, but we can say what we like, and I think we will all get some benefit from it.

Mr. Clarke.—This does not seem to be much of a subject for discussion. If we can have that ideal possibly existing all the time in all instances, there would not be any difficulties between the bookseller and the publisher.

The Chairman.—If there is no discussion on this, I will call for the paper that Mr. Gill sent in. Mr. Lewis, will you read that?

[Mr. Lewis read Mr. Gill's paper, as follows:]

PACIFIC COAST BOOKSELLING.

A Communication from J. K. GILL, of The J. K. Gill Company, Portland, Ore.

YOUR Programme Committee has honored me with the request to prepare an article on "Pacific Coast Bookselling." I regret that press of work in connection with our annual inventory and other duties coming at this time has made it impossible for me to give as much time to my article as it deserves.

Business conditions at the present time on the Pacific Coast are perhaps more prosperous than in any other part of the country. This arises in part from the fact that there has been a large immigration to the coast for a number of years past which still continues, so that the proportion of growth, generally speaking, is greater in cities of the coast than on the Atlantic Coast, or in the interior of the country. Our varied natural resources and enormous area of agricultural lands are very attractive to many people. Moreover, the near completion of the Panama Canal, as well as

our relation to the Asiatic continent, all have their influence in the growth of the Pacific northwest. However, it will not do for me to take further time on these lines.

I am able to report from all the cities of the coast that the volume of business for 1911 exceeded that of 1910, and that the business thus far for 1912 exceeds that of the same period for last year.

RELATIONS WITH DEPARTMENT STORES HARMONIOUS.

As regards our department stores: the relations of all the booksellers to them are exceedingly friendly. They are conducted in a fair and honorable manner, and the proprietors seem to do whatever they can to further the interests of the bookselling trade on the coast. We realize that the department store has some advantage over the regular bookseller in that their various lines of merchandise attract many people who can easily add their book purchases when doing other shopping. There are several instances on the coast where the booksellers are in such close relation to the department stores that they exchange stock with one another; in fact, the department store and the local dealers frequently combine their orders for new fiction. The harmonious relation of the bookseller and the department store has been shown to be mutually advantageous.

As to the selling price of regular fiction: generally speaking \$1.20 and \$1.25 are the prevailing prices, although here in Portland we sell \$1.50 fiction at \$1.18.

Net books are sold at the net price, postage extra. The adoption of the net price on books has been of great benefit to the bookseller and no doubt to the publisher as well. We have no longer any difficulty in making our people understand that when a book is marked "net" it is the same price in every store.

Reprints are sold uniformly at 50 cents, postage extra. We know of no instance where there is any variation in these prices.

As regards jobbing prices, books that are not protected are very much cut by various jobbers, and are sold at the smallest margin of profit. It would be entirely out of the question to pay the ordinary expenses of any business from the margin of profit made in jobbing miscellaneous books alone. Fortunately, all houses handling books in a jobbing way have retail lines from the profits of which the expenses of the business are met.

As regards library business, as far as we know, net books are billed to libraries at the discount of 10 per cent. We see no reason why a larger discount should be allowed on net books over one year old. Your convention should take such steps as are prudent to let this discount of 10 per cent. stand beyond the one-year limit. There is no reason why it should not stand as long as there is a reasonable demand for a book. It is hardly necessary to state that this department of the book business is attended with little or no profit, and yet every live bookseller has a commendable pride in trying to supply all of the demands in his own field.

As regards advertising, it is hardly possible

for the bookseller, with his limited line and space, to follow the example set by the larger store, yet a moderate amount of space in the best mediums cannot fail to produce some good results. Also, very much may be accomplished by persistent and attractive use of the show-window. For the last two or three years we have given great attention to our window displays, and have had very satisfactory results. It cost us in the neighborhood of \$100 to decorate one of our windows last Christmas, but we think it was of greater value than a very much larger amount expended in our daily papers would have produced at that time, as they were crowded to the limit with display ads.

As regards "big sellers," we are of the opinion that it is not wise for the bookseller to give all his strength to the exploitation of some half a dozen books during the season. These special books must, of course, have a prominent position and receive requisite attention, but they should not be permitted to eclipse the many other desirable lines of stock on your shelves and counters. However, I am quite well aware that this paper is not to be a paper on "salesmanship."

I have perhaps occupied as much time as should be allotted to this paper. Still, I cannot close it without adding my word of praise to the great work accomplished by this Association. The booksellers of the country owe very much to the American Booksellers' Association, and every bookseller in America who is not now a member should join it at once.

Now that the business of the bookseller is in better condition than it has been for many years, it is to be hoped that he will rise to the occasion and qualify himself by careful study of his business so that it will not be merely an ordinary business, but that it will become a profession. From a pecuniary standpoint, the business of bookselling is not the most attractive, but there is perhaps no other line of business which affords such opportunities for mental and social culture. The man who gives it his careful and intelligent attention will certainly find it worth while.

I very much regret my inability to be present at this meeting. [Applause.]

The Chairman.—I only regret that Mr. Gill could not be here to-day. I wonder if any of the travelers could tell us here whether there is any marked change on the part of booksellers as to the character of books they are buying. Does fiction hold as prominent a part to-day as it did a while ago? Are the booksellers coming back more to the old standard class books, the heavier books?

LISTS OF RE-ORDERS.

Mr. Clarke.—Mr. Chairman, I would like to inquire of any publisher or publisher's representative here present, whether Mr. Bellamy's suggestion relative to a memorandum to pick up re-orders is possible and feasible. I am aware that it is done by some houses to a limited degree, but I wondered if it entailed any amount of labor, whether it should be adopted generally.

The Chairman.—Can anyone answer Mr. Clarke's question?

Mr. Shoemaker.—Mr. Chairman, I can answer in a very meager way. We have done it along with some retail publishers. Our experience the first year or two was that it very materially added to the amount, especially of the first order, and I think, also, helped the re-order somewhat, and of course eventually contributed to the amount of the count. In succeeding years, however, the orders that came the first year, after this was presented, seemed to be taken as a basis, and not very much attention was paid to the detailed data that was furnished in regard to the re-orders. That has been our experience, and in view of it, we have not followed the plan to any extent whatever. I think some other houses do, however, regularly. Some of the salesmen here probably can tell you more than I can.

A TRIBUTE TO THE SALESMEN.

Mr. Conover.—Mr. Chairman, having had an experience of thirty-three years with traveling salesmen, I don't want to let this occasion pass without giving my appreciation to them, because I think, if I have been successful at all, it has been largely owing to the real friendship that I formed with traveling salesmen of all kinds, to the ideas they have given me, and the help they have given me all through my career. Speaking about the re-order system, I am very glad to say that we have that system ourselves in our store, and when our salesman comes we look back and see how much we have bought and how much we have on hand, and how much we think we need. We do this not only with books, but with the other departments of our store; we find we can hardly get along without doing it.

The salesmen help us not merely in their own line. It would surprise you how many things you can get from them in other lines, for they have been talking with the other salesmen, and have points innumerable about other things. We want to hear from the salesman who knows something besides books alone, but also from the stationery salesman who knows something about books as well as stationery. I want to add right here that the merchant that doesn't give the salesman a glad hand, whether he can buy of him or not, is making a great mistake. [Loud applause.]

Mr. Shoemaker.—I was just going to say that I think Amsterdam will hereafter be on the itinerary of every book salesman in the country. [Laughter.]

Mr. Hackett.—Mr. Chairman, I think it would be ungracious of the fraternity of which I am a member, as traveling salesman, if we didn't express also our very cordial appreciation of the relation between booksellers and the traveling salesman. In my experience, now verging into the double years, I have met with a degree of friendship and high-mindedness from one end of this country to the other, that has been very fine. It is one of the compensations for the hard life—and it is a reasonably hard life for the traveling

salesmen—that as we get into cities on our itinerary we invariably find we have warm personal friendship with the men with whom we do business. So I beg, therefore, to express, on behalf of my colleagues, our cordial appreciation and recognition of the friendly relations that exist between the traveling salesman and the bookseller.

[Mr. Hackett then discussed briefly the question of the relative sale of serious books. His experience pointed to a relative increase in such sales.]

Mr. Clarke.—There are two points which have been brought up which are worthy of the attention of everybody in this room—the question of marking the catalogues is one of the best things ever done in the way of getting orders for standard stock, and Mr. Shoemaker is an exemplification of the possibilities in that direction. However, Mr. Shoemaker has forgotten two things which we look at with regret—that the life of any work is so much shorter than was formerly the case, and that there are many books that it is not safe for a bookseller to stock, because there is an absolute certainty that there will be no profit on them under any circumstances whatsoever.

As to Mr. Hackett's idea of what the public wants, he is absolutely right. The public does want just what he says. We booksellers want the public to have it, but how can we continue to carry out our philanthropic ideas when the publisher comes in, or his representative, and talks to us about this book at 28 per cent., and a serious book—well, it is serious to the bookseller [laughter]. I can tell you, gentlemen, that there is the demand, and I believe I know what it is. Coming from the locality of which Mayor Gaynor spoke, where there used to be possibilities of supplying that demand, I have seen it steadily grow up.

I am somewhat older than my friend from Amsterdam, because I have rounded out 48 years in this business, so I can look over a wider range of bookselling than many in this room. There is not the demand there was, but there is a possibility of the demand, and if the publishers will come down to earth and concede a living profit to the bookseller, the bookseller is going to be found who will urge and push those books. I can guarantee, in my own business, an increased sale in spite of the fact that automobiles and the high expense of living and various other things have curtailed the purchasing capacity of many of my customers to whom I formerly would have sold books. I think the idea of marking the catalogue up good; and, if we can get the permanent net price, I guarantee, for one, to order more of the older stock, based on its being still in demand, than I have been doing lately, but I will never do it on the old plan again.

I believe I am voicing the sentiments of the retail booksellers of the country who have learned how to do business. You cannot lock up money in the catalogue of the publisher for mere sentiment. I have locked up all the time, every day in the three hundred and sixty-

five days in the year, an amount of money in books which is in excess of my capital and my 50 per cent. surplus, and I have also locked up nearly half as much more in accounts due me, which are good—I charge them off at the end of six months. Now, when you get around to proper conditions of supply from the publisher, the publisher will get the demand from the dealer, and the dealer in turn will get the demand from his customers. Until that time comes, we are going to—I don't know what the word is—waddle along with the few best-sellers in fiction on which we can make a slight profit—if we don't have to pay postage when we mail them.

MR. BRENTANO DEFENDS THE PUBLISHER.

Mr. Simon Brentano.—Mr. Chairman, I believe our friend Clarke is not quite fair—he always means to be, of course—to the publisher, when he exclaims that the whole fault for this phase of the lack of bookselling along the best and most standard lines, lies with the publisher.

Mr. Clarke.—I laid a limit, Mr. Brentano—the automobiles, and so on.

Mr. Brentano.—We all find it hard to keep in stock not only the books, but the character of people that can sell that kind of books. I believe there is more of a demand to-day for good books than there has been in the whole history of the United States, right now, every day in the year. [Applause.] I believe there are more people alert; I believe the public is alert, but the booksellers are not. There are more soundly conducted people, more people who buy that class of books and who are reading them and who knock at the booksellers' doors every day unable to find them. Yet we do not keep them in stock until publicity is made over our heads, and until we are forced, by the very demand for them, to keep them. Why? Because, we are bound to confess, if we are honest with ourselves, that most of us are not carrying salesmen sufficiently trained to apply themselves to know that stock as they should know it to offer it intelligently and suggestively, and educate their public as they used to do in the old bookselling days. Now we ought to be fair with the publisher; we ought to put in more of that kind of stock. I believe our proportion of selling of that class of books is growing every day. It does not lessen our profits: it is helping them. It is the only enduring line of bookselling after all; the books on subjects which will interest people permanently, that will take them to well-kept bookstores, that will keep, as a customer, the trained reader, and not merely the transient reader; and I do believe—I repeat that—that if we venture a little more and give more encouragement to buying that class of stock and check up our selling a little more carefully, and aid our sales people in the offering of it, that we could secure results, and results for ourselves every day in the year. [Prolonged applause.]

Mr. Clarke.—Mr. President, I want to say that I agree entirely with Mr. Brentano. [Applause.] I do also find, just as Mr. Bren-

tano finds, the difficulty of getting the rising generations to take that interest in bookselling that was the case when Mr. Brentano and I were boys. The traveling salesmen know to their cost that I try to make every salesman show every book—I see Wheelock holding on to his head now [laughter]—and when they get through, they don't know those books better than Mr. Brentano or I know by looking at the book once. That point I agree with him on. I do not agree with him that you can buy, in accordance with his suggestion, any articles which do not pay the margin of profit between the cost and selling price which it costs you. I will give you an illustration which I tried Mr. Adams with yesterday to prove that case—is that a good illustration, the eight or nine-dollar price, Mr. Adams?

Mr. Adams.—Yes.

Mr. Clarke.—One time in Boston I had an occasion to see a member of a firm in Boston, and we discussed the question of selling a \$12 book at \$9 or \$8. The firm sold at \$8 and I sold at \$9, and we bought at \$7.20, and if I had sold 100 copies at the \$9, I would have had \$180 gross profit. The other fellow claimed that he could sell 200 copies, and therefore he was going to be better off by making a lower price, and I proved to him, if he sold 200 copies, he got \$160 back. Now, is it good business to get \$160 for 200 copies of a book and pay freight on 100 more copies, keep charge accounts, do all the clerical work, for the sake of getting \$20 less on double the sale? I say, "No," gentlemen. Now you may say that by increasing the sales you don't increase your salary account, or your rent. I have found it impossible in my growth of business from thirty to forty thousand dollars to a quarter of a million—I have found it impossible to get much over ten thousand increase in business without a consequent increase in clerk hire, and if I make \$20,000 I have to pay extra rent, and if I buy more titles I have to pay more in taxes, and more to pay the publishers on the current month account before the stuff has come back; but I believe just what Mr. Brentano says, that there is a possibility, in spite of the automobile and all that, of putting out in this country more books of good character, if the salesmen are right; but it is suicidal for the bookseller, with his capital invested, to do it unless he can get back enough on selling to pay him for the increased cost of selling them—that is where you and I disagree, and there only. [Applause.]

Mr. Butler.—Mr. Chairman, I hope the salesmen won't take advantage of this talk. [Laughter.]

Mr. Sterling (of Watertown, N. Y.).—Mr. Chairman, it has been my ambition to sell as many serious books as possible, being in a smaller town than some of you others. Some people say I am carrying too many of the good books and not enough of the light fiction. The other day I went into a library to see where the demand was, if there was a demand for serious books, and I went through the library with the librarian, and we found about 80 per

cent. of the books called for were serious books. Then we went through the shelves to see the different books taken out, philosophy and all serious subjects, and we found there was a good demand in the library for serious subjects, but it came mostly from people who did not have the means to buy the books. That is simply a local experience.

Mr. Conover.—What do you call serious books?

Mr. Sterling.—All subjects rather than fiction.

Mr. Conover.—I can say that there is some increase of that class of sales with me, and it came about with me this way: Whenever I get any advertisements that I can conveniently fold up in an envelope to Mr. Jones and Mrs. Jones, I do it.

The Chairman.—Gentlemen, the time is close on to adjournment. The two last speakers, Mr. Brentano and Mr. Clarke, are both right. Mr. Brentano is living up to the high ideals that have kept him in the book business, and Mr. Clarke has the same ideas, but he wants to have a little money thrown in with it. Until the book business can be a success, until we can afford to pay our clerks the salary necessary to have the kind of clerks that Mr. Brentano has mentioned, we have to have a little of what Mr. Clarke has spoken of—a little money to do it with. I am glad the discussion came up this morning, and I believe it is one of the most important things in our bookselling profession. We have to get back just as soon as possible to the basis of selling the old reliable non-fiction books. I am afraid we have drifted in the last few years over to fiction almost entirely.

Mr. Grant (of Utica, N. Y.).—Mr. Chairman, if you will allow me before closing, I would like to say that I think the fault for the want of sales of more serious books is on the bookseller himself.

For instance, at this season of the year, I would like to ask how many booksellers in this room have made a card catalogue of agriculture and floriculture, to find out what customers they ought to offer these special books to. How many have made special catalogues of the heavier class of literature. Most booksellers make the customer come to the store, instead of having the bookseller go to the customer. I have made it a special point for

years to go to my customers, instead of waiting for my customers to come to me, and I find it, in a great many instances, most successful.

Before sitting down, I should like to add a word to the bashful gentlemen in the back part of the hall [laughter], the traveling salesmen, a word of thanks and appreciation to the men whom we see regularly coming to us from the houses. They are a first-class lot of men, and an intelligent lot of men. I could mention special ones who were specially well posted in their own publications, but I think it would be hardly fair. I have myself been in business in this country for thirty-five years, and in looking back at the John Leffits, the Newcombs, the Buckmans, and a lot of men in the past, it is a mighty pleasant thing to look back to—and there are the same sort of men on the road to-day as there were then.

The Chairman.—Gentlemen, I would like to put that question of Mr. Grant's before we adjourn. How many booksellers here who have had special displays of nature books, garden books, or have had catalogues and distributed them at this time? [There was a considerable show of hands.]

Mr. Jackson (of Bridgeport, Ct.).—I made such a window display about two weeks ago, and sent out circulars. I went to a hardware store and secured a number of the instruments of torture used in the soil, and was very much rewarded to have an Italian come in and say one night as the door was being locked: "Whata costa data shove", mister?" [Laughter.]

The Chairman.—Certainly that window was a selling window.

At this time, it is customary for the president to appoint certain committees, and I will name these committees now.

The Committee on Resolutions.—C. E. Butler, chairman; L. A. Keating, V. M. Schenck, H. S. Hutchinson, J. J. Wood.

The Committee on Nominations.—J. G. Kidd, chairman; H. Lee Mason, A. B. Fifield, E. S. Adams, H. H. Jackson.

The Auditing Committee.—John Grant, D. L. James, A. H. Smythe, of Columbus.

Before we adjourn, gentlemen, may I remind you once more of the registration?

Adjournment at 1:15.

TUESDAY AFTERNOON—EXCURSION TO HARPER & BROS.

TUESDAY afternoon the convention took an excursion to the historic plant of Harper & Bros., on Franklin Square, New York City. Each visitor, as he entered, was provided with a neatly printed "souvenir" of "the making of books and periodicals in the publishing house of Harper & Bros." describing the process of bookmaking in detail, from the reception of the ms. (Harper & Bros. receive 22,000 of them in a year), to the shipping of the finished book. The pamphlet was very fully illustrated with half-tone reproductions of most of the manifold departments of the Harper plant.

Armed with this as a guide, the convention visitors were escorted, in groups of ten or a dozen, through the whole plant, and introduced intimately, as they were last year at Doubleday, Page's, into the mysteries of book-making. Old though the Franklin Square plant is, it is a perfect hive of industry, and the grade of work turned out, unsurpassed anywhere, shows that the handicaps of cramped quarters and scattered departments, if they exist, have been wonderfully overcome by the efficiency of staff and employees.

By four o'clock the parties had gathered in the big main room of the offices fronting on

Franklin Square. Here flashlight photographs of the group were taken, and Major Leigh, regretting Colonel Harvey's inability to be present, welcomed the convention guests and bade them make themselves at home.

During the buffet luncheon which followed hard after, a luncheon in which liquid refreshment was not forgotten, the visitors had opportunity of meeting a number of Harper au-

by the seashore and tried to improve his voice. As I stand here, standing with my back to the rush of the cars on the elevated road, I feel like Demosthenes reversed."

WILL CARLETON'S ADDRESS.

Mr. Carleton continued:

I don't know what you want me to talk about. I didn't even have a chance to choose



SNAPSHOT PHOTOGRAPH OF THE EXCURSIONISTS AT HARPER & BROS.

thors. Among those present were Will Carleton, Theodore Dreiser, author of "Sister Carrie"; Mrs. Kate Langley Bosher, Will Harben, Rex Beach, Albert Bigelow Paine, Irving Bacheller, Margaret Cameron, Hayden Carruth, William Dana Orcutt, Basil King, author of "The Inner Shrine"; Onoto Watanna, Don C. Seitz, Henry Mills Alden, John Martin, Burgess Johnson and Van Tassel Sutphen. Among the artists were Orson Lowell, Howard Chandler Christy, Peter Newell and Arthur Lumley.

Will Carleton, prevailed upon to speak, and, as Mr. Cathcart said, too well known to the trade to need introduction, remarked that he had had only ten minutes' warning to prepare a speech, and "the shorter time one has to prepare a speech the longer it generally is. You may be able, if you have time, to prepare it and shorten it up. I talk so much to audiences all over the country that I don't know when to stop until somebody tells me to stop." And he added: "Demosthenes stood

my subject—a kind of way they have of surprising you; surprising authors into contracts with them; putting an element of surprise into almost everything they do. This house has always been a surprise. It was a surprise to the American public, as it was a surprise to the world when it was first started. It has been a surprise ever since, and I assure you that under its present management there is no exception to the rule. Bringing you here to-day is not one of the surprises, because the booksellers have always been in favor of Harper & Brothers. [Applause.]

I always had the feeling when I was a boy that if I ever had a book published by Harpers it would be a great thing. When I was a boy in the country I began to read everything. I began very early in life—during my teething—but after I got older that was my idea. I began to think that if I could get a book of poems published by Harpers it would be a great thing, and so I reached fifteen or sixteen years of age, as far as years were

concerned; but as for sagacity, well—I wrote them and asked them to read a poem. They told me to go to Pott. They said it in a very polite way.* I don't mean to insinuate that there was anything unpleasant. I sent a few poems, and they wrote back that "their engagements were so many that they could not publish any new books now, but there was Pott." That's the way they told it to me. Pott was another publisher.

I made up my mind that I would not be turned down by anybody in New York. I lived in Michigan, and I thought Michigan was quite some—plenty of good fishing and pretty girls, and everything calculated to make life good. Everybody tried, but I wasn't going to be turned down. Well, I went to that tremendous literary center, Chicago, and I didn't know just how to go about it; but I finally went to a firm there, called the Lakeside Publishing Company, and it sounded good—there was a good big lake all around, and all that. There was an Irishman in charge, and I went to him—in my modest way. I am naturally modest. I said: "Are you the Lakeside Publishing Company?" He asked me what I wanted.

"I came in to see if you wanted to issue a book of poetry," I said.

"What's that you say? We ain't running a hennery."

"I ain't a rooster, neither," I replied. "I think you misunderstood me. We don't understand each other. I didn't say poultry; I said poetry."

"That's another thing, altogether," he said. "I can talk with you. Sit down." He offered me a cigar. It was a bad cigar, too. "What kind of poetry—sentimental or comic?"

"Most of my poems are sentimental. They deal with the grave. [Laughter.] I think the grave has been neglected except by people who could not keep out of it, but most of my poems deal with the grave."

"We have enough dead ones in the city, as it is," he said.

Now, I was 175 miles from home. I hadn't had any luncheon. There was no champagne in sight, no sandwiches, or beautiful ladies, or Booksellers' Association anywhere around there." [Laughter.]

"What is it all about? Where is it? Where is this poetry?"

"In embryo," I said.

"We're not doing anything in embryo now," he said.

I began to think, "What kind of a place is it?" I had never been there before. Is there any chance for a literary man? I went on, though, anxious to be an author. Then I came across Sidney N. Gage. He was running the *Post*. He was an editor in New York. He wore a queer-looking suit—striped pants—and—well, when a man is very large—and—he is not always amiable, but intelligent— Now, you must excuse me for these personalities. It all comes back. But Gage didn't take any interest in poetry. The only poetry that interested him was William Cullen Bryant's. His interest in poetry seemed to stop right there. I think he didn't know

exactly how good my poetry was. [Laughter.]

So, finally, this Irishman I talked about said: "I think we can take your book if there is not too much about the grave and undertaker in it." I left the undertaker out, I can tell you. I said: "I will leave him out. How much royalties do you pay?" I had to fish for the word "royalties" then. I didn't know much about it at that time. (I don't now.) [Laughter.]

"Three hundred dollars."

"All right. When do you pay me?"

"We don't pay you," he said; "you pay us." [Laughter.]

Well, that was a horse of a different color. I went home—175 miles from Chicago, and the further I got away from Chicago the better my hopes were. My hard-headed old father, who was pretty much given to prose, was there. He didn't know much about poetry. I went in kind of meek, and I said: "Father, I am ready for the calf; the prodigal has returned."

"Well," he says, "I see the calf is alive." He was kind of glad to see me on general principles. He had an idea that I had gotten into the hands of robbers.

"Well, father, I know you are glad to see me."

"Yes, I am."

"Well, I know you will be more glad to see me when I tell you what I want. I want you to lend me three hundred dollars."

A coldness grew over the meeting. Finally, he said, "I haven't got it."

"Can't you borrow it?" I said.

"Go and borrow it yourself." So he signed a note for three hundred dollars, and I signed for the bank, and I got the three hundred dollars at a very moderate discount—I think it was about two per cent. a month. [Laughter.] I went back to Chicago and got the book out as well as I could with the aid of the printers. This book was entitled with a misnomer—"Poems"—and then I had to track home, and I told the people they had to buy it, whether they wanted it or not. I had a good many neighbors. I owed them all. Some of them took the books, and they were sold largely to people that I owed. That's a real good way. If you want to sell books get in debt all around, and they will take the book. I recommend it. I got rid of the book—sold enough to cover the three hundred dollars, I mean. The rest of the edition went off the fastest of any book that I know—the fastest of any book—my first book, too. It went off in one night—in the Chicago fire.

It looked very much as if nature didn't intend me to be a poet. I thought I would be better as a money-borrower. But I still kept at it. I contributed a poem to one of the papers, the *Toledo Blade*. Petroleum V. Nasby was at the head, and I sent a copy of a poem. I was soon contributing to the *Toledo Blade*. Literally contributing, for I never got paid for the poem. But they published one poem for me. I sent another, and they published that, and they paid me for that, and they paid me for other contributions.

One day I got a letter from New York, and

that letter was, I suppose, the era of my life. I got a letter from S. S. Conant—I want to get near this gentleman, Arthur Lumley—[Mr. Carleton stepped over to Mr. Lumley]. I was doing some work on a country paper—writing wedding notices, sometimes even in poetry—but I had no chance to kiss the bride. And I wrote obituaries. George W. Childs wasn't in it. One day I went to the post office and found a letter from Harpers.

It said: "Dear Sir—We have obtained permission from the *Toledo Blade* to publish such and such a poem with an illustration. We take this opportunity of saying that if you have any more like it or in mind we will pay regulation prices."

I didn't know regulation prices. I didn't care. I said: "Thunder and lightning, I am immortalized!" I went back to my frugal home. I looked at the girls, but not any of the boys in town. I wrote back: "Nothing on hand but a thousand in mind." They issued one of my poems in the *Weekly*, copying it from a suburban town paper. Never before. Perhaps they did, perhaps they didn't, but I thought that to take a poem out of the *Toledo Blade* and copy it in *Harper's Weekly* was quite some. However, I tried hard to conceal my feelings, but you can't always do that, you know. When the paper came that had it in, I found how it happened.

There was a gentleman in New York, an artist, a well-known artist, who had done many things and always did them well, and he had found that poem of mine in the *Toledo Blade*, and he came into this building here and found Fletcher Harper. (I remember how Fletcher Harper looked when he sat at his desk.) He came in to see Fletcher Harper, and he said: "I have a poem, and I think it ought to be illustrated."

"We don't copy poems."

"Let me read this," he said, and he read it. He wasn't like a man when he sells one of our books—"I've got a book." No, he said: "Let me read you one of the poems." He must have read it for just about ten times what there was in it. He went home, and he said to his wife: "I have a poem here. Let me read it to you." And he read it to his wife. I suppose my friend read that poem for all it was worth—more than it was worth—for he said: "I would like to make an illustration for it," and he illustrated the first poem of mine that ever was illustrated; and it was published. When I found the name under the picture it was Arthur Lumley, and he is here to-day. He could do lots better ones. He could do lots of them better. [Mr. Lumley rose and bowed. Applause.]

He went on and illustrated another, and the Harpers published and copied three or four in the *Weekly*. Got them free. They were always shrewd fellows—those old Harpers. [Laughter.] Follow their career if you want to be successful in business. Matters went on, and I published whatever came into my head. I had a great many criticisms, and I hope to God I always will have. There were lots of fellows who didn't write poetry very

well. They did the best they could. Maybe it wasn't poetry, and sometimes we didn't get much pay for it. I said: "Go ahead. Write what comes into your mind and heart, and use your brain, and when you get your work done the majority in the world will know. They can tell whether it is good work or not. Go on and work. Don't stop to think what somebody else is saying about you, but work and get on to the next job." That's the way to live, I think. It has always been that way. You wouldn't be here in the capacity you are if you hadn't done your work. You have done your work well.

When my first book was published there was a man in Michigan the Harpers victimized. Sold him more than he could get rid of. He became frightened, and he sent circulars all through Michigan, stating that he had a thousand books on hand and would sell them at a discount. I bought them lots cheaper than I could get them from Harpers. Afterwards he bought 20,000 of that same book. I am going to keep right on as long as I live. I may write bad stuff—I have. But if you write a bad thing and then write a good thing afterwards, you have a back-ground. [Laughter.]

I don't believe in telling all your reminiscences. But I want to say to you, gentlemen, that I am very glad to see you. You have been my friends, whether you recommended my books or whether you ran them down. You advertised them. [Laughter.] Always say something good if you can! Say something bad if you have to! But for God's sake say something. [Laughter.]

Now, I go about the country considerable, and I see a great many people. I meet a great many booksellers, and they are all of them ready to do something for my interests—and especially for their own. I don't blame them. They will sell all they can sell. They are the last link between the author and the public. The people are all authors—every one of them. If you try to get above the people there will be trouble. The most successful are from the soil. Don't try to get way up in the clouds—they will leave you there.

It is one thing to write the book. It is another thing to print the book. It is another thing to publish the book, and it is a great thing to be able to sell the book. That's what you are doing, and we can't do anything without you. That's the reason you are here.

I thank you for your attention and for your applause, and for your kind manner. I go about the county, and I am going to find you and get treated as well as I can. If I had had longer time—a week instead of ten minutes—a longer time to get ready, I would have been able to speak to you and have given you a much shorter speech, but the best part of the whole remarks that I have made is this: "God be with you till we meet again, and may we meet again soon." [Applause.]

Mr. Cathcart.—On behalf of Major Leigh, who is too modest to speak for himself, I

wish to say that Mr. Carleton is only a sample of the authors they have. There are a number of others we would like to hear from, but the hour is growing late, and many have dinner engagements; so we will have to dispense with that pleasure.

On behalf of the Association, I want to thank the Harper House, Colonel Harvey, Major Leigh, and the others here who assisted, for the very delightful time they have given us this afternoon, for the entertainment. As for our children and grandchildren, I hope

they will come for many years, as our fathers have come in the past, to this House of Harper now over seventy-five years old.

[Calls for Major Leigh.]

Major Leigh.—Mr. Cathcart, I thank you very kindly, and everybody else very kindly for having made our little party such a success. I am looking forward to the pleasure and honor of meeting you all later in the week, and I hope that your deliberations will prove most satisfactory to you, as they assuredly will be to us.

WEDNESDAY—MORNING SESSION.

[The second day's session of the convention was called to order at 10:25 A.M.]

The Chairman.—The first paper on the pro-

gramme this morning is "Juvenile Readers as an Asset," by E. W. Mumford, of the Penn Publishing Company.

JUVENILE READERS AS AN ASSET.

By E. W. MUMFORD, of the Penn Publishing Company, Philadelphia.

THE pressing problem of the bookseller to-day is how to sell more books. The question of profit has, in the main, been adjusted. The great need now is for more people to buy books. To sell books there must be readers, and readers are built, not born.

At the last convention, one of our members gave a graphic description of his own home street, with its many people and few real readers of books. That bookless street may be duplicated over and over in every city and town in America. Yet the bookseller who suffers from this condition has himself helped to bring it about. If he only knew it, he has always held in his hand the key to the situation, and that key is the child. It cannot be too strongly stated that the child is the bookseller's best asset, although in hundreds of bookstores that asset is being disregarded and wasted.

Five hundred millions of dollars are spent annually on education in this country. We have national organizations of men and women to promote child welfare, to decrease infant mortality, to provide good milk and pure food, to found libraries, to improve tenements, to open playgrounds, to prevent injurious child labor. A Child Welfare Bureau of the federal government has just been created to organize and promote these and kindred movements. Millions of money, countless hours of intelligent effort, and all to what end?—to safeguard the health, the judgment, and the moral stamina of our sons and daughters, that the next generation shall be stronger, wiser, nobler and more efficient factors in our national life.

In other words, the nation recognizes that as they mature it is going to need those young people in its business. The bookseller will need them just as much in his.

The juvenile readers of to-day are the adult readers of the future. In 1910 there were in this country twenty-five million children of school age, that is, between five and eighteen years. A large part of this army are to-day patrons of bookstores, but how many will be

steady customers a few years from now? When these children reach what we call years of discretion, will they be reading books of history, biography and science, and fiction that is real literature, or will they take what little they understand of either from the Sunday paper? The answer is largely determined by what they are reading now, and that, in turn, is determined largely, gentlemen, by you.

THE PROBLEM OF THE BOOKSELLER IS TO HOLD THE CHILDREN.

The problem of the bookseller is the problem of the church—how to hold on to the young people. The only way to make book buyers is to build up book buyers, and to do that you must catch them very young. Is it possible for the bookseller to accomplish this? A good many practical members of the profession have recently answered this with an unqualified yes. The bookseller is a respected member of this community; in many places he is ranked with the preacher, the teacher, the doctor and the lawyer, and his judgment is sought and respected. It is true that he can do little to change the habits of those whose lives have missed the joy of books, and whose reading is confined almost entirely to the newspaper, the magazine and occasional fiction. But with the child he has an opportunity the importance of which cannot be overestimated. As one successful bookseller puts it: "If you can sell the children wholesome, worthwhile books of some literary merit you are helping to develop a taste that eventually makes book buyers. Selling a poor grade of stories, however, makes not book lovers, but book devourers, and on them the circulating libraries, cheap magazines and Sunday newspapers thrive."

It is unfortunate that in many cases the bookseller knows little about his juvenile stock. Almost the only test is whether the books sell readily. Yet every educated man knows that story books are powerful influences in the molding of character. How

many booksellers study their purchases and sales of children's books from this angle?

HOW TO FIND OUT ABOUT JUVENILES.

Now, it must be admitted that a thorough knowledge of what is good and bad in children's books is not easily acquired. There are special training schools for learning juvenile books, and many people have made it their lifework. The intelligent bookseller, however, looking to the future of his business, and recognizing that a book rightly sold to-day may help to sell a dozen a few years hence, will get some knowledge of it. He will at least study such lists of approved children's books as those issued by the State authorities of New York, of Wisconsin, of Oregon, of Minnesota, and other States, and by institutions such as the Carnegie Library of Pittsburgh and the public libraries of Buffalo and New York.

"The lists include books of all classes of literature, much fiction, of course, and give editions both expensive and cheap; full trade information, publisher's price, etc.; and often a brief descriptive or critical note which is helpful when making a selection. It would seem that such a list, authorized by libraries which have their influence with so many children everywhere, might be of real assistance as a reliable guide to the bookdealer, and might be a practical point of co-operation between library and bookstore in getting better story books into the hands of children."

The bookseller cannot run his business on the library plan. He has to sell books, and to do that he cannot afford to be too far ahead of his public. Even the librarian, however, uses what he calls "stepping-stones"—story books that, while not of the very highest grade, are full of incident, have no positively objectionable features, and may be used to wean girls and boys away from trash and start them on the road to real books. A bookseller should carry some such books. It should be recognized that almost every healthy boy has to go through his period of "wild West" and improbable, daring adventure by sea and land. The wise bookseller will have a carefully selected stock for his use at this period, but will help him to get over it soon, teach him to laugh at it, and lead him on to something better.

There is no reason why the bookstore cannot have at least a consistent point of view, stocking a few copies of this book because a dozen authorities recommend it, refusing to buy another book or series because it is uniformly condemned for good reasons. A bookseller cannot be expected to carry all the titles on the approved lists. He can handle only books that he may dispose of reasonably soon and at a fair profit. It is regrettable that many excellent children's books of moderate price cannot be stocked by the bookseller because of the narrow discount. Many books that the lists commend are sold at a discount of only 1/5 or 1/6, and are retailed at a loss. Evidently the publishers regard them as text-books, and do not think the

bookseller can help materially in making a market for them.

But there remain books in fiction, in simple biography or history, in folk-lore, in verse, in science and nature study, often beautifully illustrated, with which good booksellers are well acquainted, that all authorities on children's books approve, and that everyone agrees tend to build the child's character and form his taste. Many of these good books are cheap; parents will buy them and children will read them if they come to them in the right way. As Jacob A. Riis says in a recent letter: "Let the best—first and foremost for boys, Cooper's novels, Walter Scott, etc.—let the very best be pushed in the cheapest form, and so be rubbed in . . . A boy would rather be good than bad; give him a chance."

EDUCATING PARENTS TO BUY GOOD JUVENILES.

Why not give the parent his chance also? He often buys ignorantly, accepting anything, provided it is cheap and he thinks the child will read it. When convinced that he has been acting against his child's interest he will buy better books, even at a higher price. His eyes will be opened if he can be persuaded to read for himself the poor story books he buys. One boy was cured of the dime-novel habit by making him read out aloud. He was really ashamed to give open expression to its improbabilities and cheap heroics. The glamour of many a modern juvenile would fade under this severe test.

It is in this field of fiction that the bookstore most often deprives the boy of his chance, and this applies equally to the girls. Every book cheap in quality, whether high or low in price, helps to make a cheap boy or girl, to lower the moral tone, to coarsen the character fiber, and turn the child away from what is fine, true, honest and worth while. Before he knows it he has been cheated out of his noblest heritage.

When the bookseller takes the boy's money, hands him a worthless story book, and pockets his nine cents gross profit, is the account square between them? Where is the boy's profit? Yet this is being done all over the United States.

There are 1802 towns and cities in the United States with a population of 2500 to 10,000. With some notable exceptions, the juvenile fiction sold in those eighteen hundred towns is confined practically to books that are worthless or dangerous for young people. The same thing is true of many larger towns and of the smaller places. Two-thirds of our people—sixty millions—live in communities where the bookstores offer nothing but cheap and cheapening stories for children, where better things are rarely found in stock. This is a disheartening outlook for the reading habits of the next generation.

WHY THE BOOKSELLER SHOULD DISCOURAGE TRASHY CHILDREN'S BOOKS.

But a bookseller, questioned as to whether he ought to sell such books, will reply: "Why

not? The children want them; they do no harm; there is a good profit in them." Let us look at these statements in turn.

1. Granted the children demand them. But it is pretty well established that children are not always the best judges of what is good for them. The State protects them in many ways against themselves. There are laws against cheap candies that sell readily, but that poison a lad's stomach. But what restriction is there on the cheap story that poisons his mind?

2. Is the juvenile fiction sold in at least two-thirds of the bookstores harmful?

With the demand for lower prices has come an enormous output of juveniles sold within the limit of the child's own pocket money. They are bought by teachers to present to their classes. They are purchased for Sunday-school libraries, although many of them are grotesquely out of keeping with the teachings of the school. Many a parent who would promptly take John out to the woodshed if he learned that the boy was collecting dime novels himself frequently adds to John's library a book quite as bad.

CHARACTERISTICS OF TRASHY JUVENILES.

This book—the commonest purchase for a child of ten to fifteen to-day—is usually one of a series (several pages in the body of the story advertise the other books of the set). It may deal with airships, cowboys, athletics, school life, college life, naval adventure or sunken treasure; but its plot may be predicted with absolute certainty. Its infallible hero and his friends are invariably opposed by a despicable villain and an assistant who, although a little worse than the villain, is often reformed. The villain seldom reforms, as he is needed for the plot of the next book. The forces of vice and virtue invariably clash in the first chapter, and thereafter the villain stops at nothing that will injure the hero. If they are rival candidates for the position of pitcher on the school nine the hero may expect to be assaulted by thugs at night, or to find his front steps dangerously greased when he steps out in the morning. If it is a girl's book the heroine (blonde) has a "dangerous enemy" (brunette) in the person of a rich schoolmate. The youthful villain, by the way, is almost invariably rich, and the unpopular teacher is likely to be in league with her.

These characteristics sound most unbelievably ridiculous, but they are found in scores of such books. It is amazing how often the same old plots and themes, revamped with a few allusions to modern boats, airships and other inventions, pass muster as new stories. They are, of course, cheaply and, therefore, hastily written. One writer produced recently in one year fifteen new books of this kind. Another well-known author easily surpasses this annual output by frank use of the factory method, outlining the plots, incidents and characters to a corps of assistants, who submit their work for his final revision.

THE INDICTMENT AGAINST HARMFUL JUVENILES.

Now the final verdict of the bookseller depends upon his vote on certain counts in the indictment against such stories.

Do we wish our boys and girls to think straight?

These poor juveniles distort facts, make impossible feats possible. The young hero of one series builds and runs an airship with sleeping berths and automatic control, has miraculous escapes from earthquakes, hurricanes and shipwreck, thwarts gangs of desperate men, captures bank robbers, rescues beauty in distress, and presents to his sweetheart diamonds worth thousands of dollars. In another, boy aviators reach the South Pole. In another, "our hero" on a motorcycle jumps a fifteen-foot gap in a broken bridge. In another, two poor girls of fourteen and sixteen attend balls and yacht parties given by the exclusive set of Newport. Do such books help or hinder the development of a love for fact and habit of *straight thinking*?

Shall we teach children that honesty is the best policy?

The hero in these juveniles often wins his point by lying, evasion or smart trickery.

Should children learn to respect their elders?

The hero or heroine in low-grade juveniles almost without exception is in opposition to some older person. The hero is always proved right. The parent or guardian, or other person in authority, is as invariably wrong. Does the constant repetition of this make for discipline among young people, or the reverse?

Shall children be trained to respect learning?

In many modern stories of school and college life the teacher or professor is either a ridiculous butt for "pranks" (the advertising of such stories lays stress on the "pranks"), or is harsh, unjust and cruel, and is, therefore, very properly exposed by "our hero." In stories involving modern invention, such as airships, etc., the teacher becomes a "scientist," around whom most of the fun revolves. It is always the "scientist" who makes absurd predictions, who is looking for "fur-bearing pollywogs" at the South Pole, who falls overboard, or has the tar spilt over him. Science in these books stands either for modern magic or for thoroughly impractical nearsighted blundering. Is that the view you wish your boy or girl to have?

Should children be taught to speak correctly?

Will they learn the habit from books written in bad English, with much objectionable slang and many coarse expressions? One such book, the first volume of a very popular series, contains these: "That's her," "a well-off man," "it was him," "he don't know," "they didn't used to," "you'd ought to," and many others.

Is it desirable that our children should grow up well mannered?

What is the influence of books which show boys engaged in coarse, practical jokes, and

girls in hoydenish midnight pranks, and in which both outwit their elders and keep late hours? A noisy frolic of boys and girls on the street at night is expressly condoned in one of these volumes. "What they were doing," says the author, "might be considered exceedingly out of place by a few straight-laced persons; but boys and girls will have their fun, even if it must sometimes be at the expense of other people."

Should our children's companions be carefully chosen?

Would you have your young people associate with a girl who would deliberately try to maim a companion by running into her while coasting; or a girl who would yell fire in a theatre to stampede the audience; or a boy who, seeing another about to do a mean trick in a race, does it himself and does it first? Too many modern juveniles have such characters.

Is thoughtless, cruel mischief to be encouraged among children?

In one book of the sort we are discussing, "our hero" turns on the grocer's molasses-barrel spigot, puts a "tic-tac" on a poor widow's window (the author commends the tic-tac and tells how to make it), frightens a woman teacher with a live mouse, puts glue on the minister's chair, and pulls over a ladder, injuring a man and a woman. How would you feel about the influence of such a book if you were the grocer, and the first trick were repeated in your store?

Judge Lindsey, whose work among boys has made him a national figure, says, in a recent letter: "I recall a gang of boys in my court. In the trunk of one, in an attic, were found hundreds of 'cheap juveniles,' and I think they had much to do with the misdirected energy and spirit of adventure in these boys, which, instead of taking the wholesome channels, took really to serious crime. The coarse, cheap appeal of some of this literature is certainly dangerous."

When booksellers begin to read the books they sell and apply these questions to them, we may feel very confident of the verdict. No American bookseller will long remain contented with the position, "It may be poison, but it pays."

NO PROFIT IN TRASH.

3. *But does it pay?* Many of the books most harmful to young people are bought at 16 or 17 cents and sold at 25 cents. It costs 25 per cent. to 28 per cent. to do business. Will the net profit of ten or even twenty dollars on a thousand books retailed tempt a bookseller who has come to recognize the harm he is doing to his community and to his business?

Pushing the sale of cheap books often reduces the volume of business. One Eastern bookstore, comparing its holiday sales for 1911 with those of 1910, found that customer after customer had bought the same number of juveniles as in the year previous, but had taken the cheaper and poorer books, thus reducing the volume of business from those

customers 75 per cent., and cutting into profits as well.

But no sane business man looks only to this year and the next. The manager of America's champion baseball team says he is training to-day youngsters whose first appearance in a big league contest is several years away. Shall a bookseller be less prudent? Who is to buy his books five or ten years from now?

EDUCATING READERS FOR THE FUTURE.

But, you say, it takes too long. It's like the whimsical objection to life insurance, "you have to die to get your money." What is the age of your average juvenile customer coming in to-day with his quarter—thirteen or fourteen, perhaps? Well, the boys who have been started right get through with juveniles altogether within two or three years of that age. Their interest in the right sort of historical juveniles has led them into history, into biography; their acquaintance with the doings of real boys in real books, not cheap "heroes," has awakened their interest in business, in elementary science. They want to do things, to build things, and they will read solid books that point the way. The habit of reading the best juveniles has stimulated their taste for style and real character; they are beginning to read the masters, and their love for them shall never die. In other words, they are already booklovers, and, directly or indirectly, bookbuyers.

"But," the bookseller objects, "how can I sell juvenile books that people don't want?" You cannot. But you can make them want a good many kinds of children's books that they do not buy now. Wideawake booksellers are doing it here and there all over the country. The methods they recommend to sell more and better juveniles may be grouped under the two heads of store methods and co-operation. First as to store methods:

STIMULATING SALES OF BETTER BOOKS.

1. Of the greatest importance, as already suggested, is a thorough knowledge of the stock and of children's books generally. One person in every store should be a real student of juvenile literature. "Why should not clerks be trained for the department of children's books as carefully as though they were to sell lace or wallpaper? Why should not the purchaser be able to buy expert knowledge of the goods on the counter?"

One Philadelphia bookstore makes it a practice to engage during the holiday season a young lady who has had experience in the children's department of a library. Her point of view is a little different from that of the other saleswomen, and she can help them, and can handle certain classes of customers that they find difficult. The firm advertises that it is prepared to offer to parents expert advice on children's books, and the plan has worked very well. Another Eastern bookseller intends to use this plan during the entire year.

2. Get hold of the children. Make the store attractive to them. If there is room, arrange

a corner for them, with low seats. The children's room of a modern library building will offer some excellent hints. One large New York bookstore has seriously considered putting in a children's playroom, such as many of the department stores already have.

Very little things please the child. One live bookseller in New York State says: "Children will come a mile and a half to get our special tablet, although they could get others at a small store near the school." Children follow each other like sheep, and are as likely to be won by the simple as by expensive means.

Might not the bookseller start reading clubs among the boys and girls? Such a group could afford to own in common a great many books that the pocket money of the individual member would not purchase.

3. Get hold of the parent. Begin with two or three intelligent mothers, and ask them to talk to their friends. Get parents interested in cheap classics, and help them to a real point of view on children's fiction.

4. Study the display of children's books. With the many beautiful and artistic covers, jackets and posters of modern books, there is no reason why the juvenile counter should not be the brightest and most attractive in the store. Many stores make no counter display of juveniles except in the fall. At least a few good books and posters should be constantly in evidence.

Window displays of children's books are neither so frequent nor so well studied as they should be. Most of them are designed to attract the parents or giftbuyers. Why not an occasional display to attract children and start them talking to each other? It might not be difficult, for example, to get every school child and most of the teachers in a small town interested in a guessing contest about the characters, events, etc., involved in certain books displayed in a bookseller's window.

5. Advertise direct to children. Lists of children's names are not hard to get if it is believed the bookseller will use them to sell books of real benefit to young people. A card catalogue of such names should be a valuable asset. The child does not get many letters, and reads eagerly anything addressed to him personally. One or two personal letters a year, written by a real child lover, will bring scores of replies, and should help to sell good books.

6. Bookstores are often too eager to push new titles. A really good juvenile has a long life. Girls who are this year beginning to read Miss Alcott are just as enthusiastic over her as their mothers were.

7. Play on local pride and interest. If a children's book is by a local author, or deals with local history, or has scenes laid in your town, let everybody know it. It will help to cultivate a civic spirit and to "boost" the town, and, incidentally, you will sell some books.

CO-OPERATE WITH OTHER AGENCIES.

Then as to co-operation.

Many cities and towns have learned to

regard their bookstores as important and efficient educational influences. There is no reason why every bookstore or book department cannot win this place in the regard of its community. The bookseller who has achieved that position may command the help of the best people and of many organizations in his town. The women's clubs, for example, offer an excellent field. Anything dealing with child welfare is always of prime interest to clubwomen, and, indeed, the National Congress of Mothers is devoted almost entirely to this sort of work. The congress publishes a list of approved books. One prominent and active member of this Association issues this list from time to time, with his own prices and imprint.

Many papers on good reading for children are presented before women's clubs. Have the clubs near you touched this subject recently? If someone in your store can furnish the material there will be no difficulty in finding a club member to write a paper and read it. Why should not the clubs in your vicinity, with your co-operation, make next fall a campaign for more carefully considered Christmas buying of children's books?

Young people's societies in the churches often discuss literary topics, and the bookseller alive to his opportunity might arrange with local societies for an occasional talk on good reading. It should not be difficult to make it known that most of the books urged can be seen at his store. The boy's clubs of the Y. M. C. A. offer a good field, and still another may be found in the Boy Scout patrols.

The bookseller who has something to say about good reading for children will find sympathetic listeners among the teachers and clergymen in his vicinity, who have many opportunities to urge the matter on both the children and their parents. The associations known as parent-teacher associations or home and school clubs, which aim to bring together the teacher and the parent, and which are being formed now in many parts of the United States, offer another valuable opportunity for dissemination of the right ideas about children's books. Philadelphia alone has eighty thousand parents enrolled in such associations.

CO-OPERATE WITH YOUR LIBRARIES.

It is the custom of many librarians, just previous to Christmas, to publish lists of children's books for the guidance of bookbuyers. Probably a good many librarians who have not already done this would do it if the suggestion were made to them by the bookseller. The lists usually contain only publishers' prices. Why should not the bookseller issue a copy of such a list with his prices, which, of course, are often much lower?

Some libraries also make a display in November and December of recommended children's books, as a guide to holiday purchasers. With the co-operation of bookseller and publisher, this might be done more frequently. Or the books may be put together on one attractive counter in the local bookstore, inquirers being referred there by the librarian.

A well-known librarian suggests the possibility for the larger cities of a joint committee of children's librarians and booksellers. "They might offer once or twice a year a list of the books best worth pushing."

These are only a few of the avenues open to the bookseller who wishes to sell more and better juvenile books. For business reasons alone, the subject should command his close study. "Take care of your business," said Poor Richard, "and it will take care of you." And what can be more important to a bookstore than holding its customers and widening its circle of patrons?

It is as true to-day as when written that "evil communications corrupt good manners," and the vicious juvenile story has a sad account to answer for. But the bookseller of clear vision, who has steadily set his influence against it, will surely reap his reward, and the children he has helped to make into grateful lovers of real books shall be the bulwark of his prosperity. [Applause.]

The Chairman.—Gentlemen, is it any wonder that the Penn Publishing Company puts forth such good juveniles? I believe I never heard a better paper than this one at any of our conventions, a paper so full of good points. [Applause.] My only regret is that we could not have here every publisher, as well as every librarian of this country, to have heard it.

As we have a long programme this morning, and several very important papers to present, may we leave the discussion of all papers until the close?

The next paper is one on the subject of "Americana," by Davis L. James, of Cincinnati.

Mr. James.—After the very practical paper we have heard, the one I am about to read to you will be in great contrast, as it is chiefly historical, with, perhaps, very little practical bearing or suggestion of use to the bookseller, but such as it is, I beg leave to present it to the chairman and ladies and gentlemen.

AMERICANA.

BY DAVIS L. JAMES, of U. P. James & Co., of Cincinnati.

Mr. Chairman and Fellow Members of the American Booksellers' Association:

THE subject assigned me by your Committee on Programme is "Americana," and I have had the temerity to accept the task of speaking to you for a fraction of an hour upon a subject which needs, for such condensation, the grasp of a Humboldt, or the generalizing powers of a Spencer. Wide as the continent, as all-embracing as the visible heavens, my self-consciousness scarcely justifies, nor will my hearers accept too kindly, I fear, the ambitious flight.

The term Americana embraces so large a variety of books that one is overwhelmed at the thought. Every scrap of printed matter relating to either the history or literature of the American continent comes within its domain. The Icelandic Sagas, with their obscure allusions to the land to the west; the visits of the Vikings to Greenland in the eighth and ninth centuries; the voyages of the Spanish discoverers and conquerors, and of the adventurous English and Dutch voyagers, who took back to Europe accounts of wealth in the New World; the hosts of narratives and descriptions which in the sixteenth and seventeenth centuries followed the Spanish conquests and settlements, and whose Arcadian tales brought to the New World first the scum and then the salt of the earth; the letters of the Jesuits and missionaries to Canada; the accounts of conflicts with the Indians and of the French wars; narratives of hardships in captivity among the savage natives; the dawning literature of New England; the histories of the colonies; then the Revolution, followed by the opening of Kentucky and the Northwest territory; explorations of the newly acquired territory west of the Mississippi and north of the Missouri; the War of 1812, the Mexican War and the

history of the Abolition and Anti-slavery movements; and, finally, the prodigious mass of printed matter, much of it neither literature nor history, Gargantuan in its proportions, relating to the war between the States; with a growing and still growing flood of local histories and genealogies. Add to all this, first editions and reprints of rare and valuable pamphlets and books, and we may form an inadequate impression of the extent and vastness of the subject.

It is a long call from the "Finding of Wine-land The Good" to that latest real contribution to American History, the "Diary of Gideon E. Welles"—all between is Americana!

Obadiah Rich, the first bibliographer of American history, found, I believe, some 500 volumes relating to America printed before the year 1700, and he did his work seventy-five years ago. His later catalogue, "Bibliotheca Americana Nova, a catalogue of books relating to America from 1700 to 1833," filled two volumes of 900 pages, and recorded 5000 items.

If to the many "unknown" to Rich, or to Sabin, were added the multitude which have appeared during the last fifty years, we would have a bibliography approaching in its bulk that of the famous Chinese encyclopedia published in 1726 (5020 volumes), which loaded a train of camels when transported from Peking to the sea for final shipment to the British Museum.

This wide field of books, far from discouraging the bookseller from giving attention to the sale of Americana, affords room for all, and any dealer who undertakes it will find abundant pleasure, if not direct profit, in gathering such books and manuscripts as his location may make possible. A shelf of local history may be made to expand into a department, if inclination and interest be in this direction. The source of supply is not so constant, nor

the sales so rapid, as that of new fiction, nor have the "whoop-'em-up" sales any place in the Americana corner. But the stock is always good, and if one tires of it, the auction not infrequently brings unexpected and satisfactory results.

Moreover, his Americana shelf will be found a resort of buyers whose custom the dealer will find it worth while to encourage. It will advertise his store by that most valuable form of publicity—the good will of, and favorable comment among, booklovers far and near. And a little time taken from the "getting behind" worthless fiction, or the promotion of clearance sales at ruinous prices, will be not illy spent if devoted to the study and collection of local history, even if wider excursions are not ventured upon.

Some general reading of good histories will put the bookseller in possession of information which will enable him to select his stock intelligently, and close attention to sales catalogues, bibliographies and "Book Prices Current" will bring him a knowledge of commercial, if not of real, values.

Dealers located in the interior towns have few opportunities for gathering the rare items of the seventeenth and eighteenth centuries which ornament the auction prices current with records expanded by ambitious collectors and fostered by enterprising dealers. Local Americana is quite as worthy of attention, and much more likely to bring profit than Mather sermons or Ben Franklin imprints. The zest of search for rarities may be satisfied with items of early Western travel, Indian narratives or well-thumbed first and early McGuffey's Readers, which among American school books are rapidly coming into the domain of "rarissima." There are items of "early Western" history quite as rare as the gems of the great collections distributed in recent years, though they do not reach such extreme prices, because the collectors are fewer. It is quite as easy, nay, more easy, to find a first folio Shakespeare as a Peter Smith's "Indian Dispensary," Cincinnati, 1813, or a copy of Drake's "Notes on Cincinnati," 1810. Of the former, but four or five copies are known, and of the latter less than five.

The early editions of Cramer's "Navigator," a guide and chart of the Ohio River, published in Pittsburgh in the first decade of the nineteenth century, are particularly rare and interesting. The first and second editions of this book are unknown to any bibliographer, and the third, fourth and fifth very seldom found. Early Western periodicals, such as Hunt's *Western Review*, Lexington, 1820; Flint's *Western Review*, Cincinnati, 1827, 1828; Hall's *Illinois Monthly Magazine*, and its successor at Cincinnati, the *Western Monthly Magazine*, will all come into their own as gems rare and precious as sets of *The Dial*, Burton's *Gentleman's Magazine*, or Lowell's *Pioneer*. A set of Hearn's "Giglampz," so far as is known a unique item, now in the possession of Dr. Gould, would put a lover of rare books in an ecstasy of delight. This copy passed through my shop years ago before the interest in original "Hearn's" was awakened.

Kentucky and West Virginia had early presses which issued historical books of great interest and value, and the early statutes of all the States of the Middle West are most desirable Americana, which may be not infrequently rescued from the maw of the paper mill.

A most interesting book on Western history is Doddridge's "Notes on the Settlement and Indian Wars of the Western Parts of Virginia and Pennsylvania from 1763 to 1783," Wellsburg, Virginia, 1824, which it is said was bound in sheepskin tanned by the author's own hands. A copy recently in the possession of the writer, in the original leather, was as sound as when first bound; the ninety years of use showed no effect upon the oak-tanned leather, honestly and painfully prepared in the years ago.

Many other desirable rarities make the search exciting, and the acquisition of a Mormon Bible, or a copy of Gass's "Journal," or one of a hundred other early Western items, is the reward of him who waits and works.

Americana, and notably genealogies, appear in small editions and often from private presses, and these easily escape the eye of the vigilant expert bibliographer of current publications. Presented, as they most frequently are, by a local bookseller, without the stimulation of a "correct discount," they fail to receive notice for the time being, and the instinct or skill of the bookseller may, through the purchase of such remainders, bring him a rich reward.

Prices of books of American history are rapidly advancing. The rarer books become scarcer each year, with the increase of libraries on whose shelves most of them retire for good, and the demand from an increasing number of collectors. A little study of the "prices current" will demonstrate the fact that investments in the rarer Americana have been profitable to the holder of such stock.

The business in Americana is growing and the demand increasing in even measure. The great number of patriotic and Civil War societies will develop the business still further, and libraries will find, too late to secure many desirable items at reasonable prices, that the department of American history is deserving of more consideration than is usually given it. Every library should have its local history department, in which one could find everything obtainable upon its State, city or town, no matter how seemingly valueless or unimportant.

My native town has the distinction of being the earliest place in the West where publishing was extensively carried on. Lexington, Kentucky, antedates it, but the Southern city was soon outstripped by her younger and more vigorous neighbor on the Ohio River. The books published in Cincinnati include many of interest and value to the student of Western history. Some of these have become very rare, even in the place of publication, where one would naturally expect to find them easily.

And here in the earliest center of literary activity in the now Central West, in the years following the Civil War, was assembled the

largest collection of Americana for commercial purposes which has so far been known in this country.

Pardon me some local history.

Robert Clarke first saw the light in the town of Annan, Dumfriesshire, Scotland, in 1829. His father, an engraver by trade, migrated to Cincinnati in 1840, and his son received his education in the schools of the people, and spent one year in Woodward College. A short time as a bookkeeper for a business firm followed the ending of his school days, and about 1850, with a Walter Patterson, a native of Scotland, he began a bookselling business in a small shop on Sixth Street (No. 26 West), near Walnut. The firm sold second-hand books, importing many from England, and issued catalogues, some of which have survived to this day. About 1858, H. W. Derby & Co., which had established a good business on Fourth Street, sold its stock to Mr. Clarke, R. D. Barney and John W. Dale, and the firm of Robert Clarke & Company entered upon a long and successful business career. Mr. Clarke carried into the new enterprise the love for old books, which never leaves a man who has once tasted the pleasure of dealing in them. A department for collecting and importing was at once established, and Mr. Clarke took it in his especial charge, and conducted it solely till his active interest in the firm ended in 1894.

The collection of Americana, beginning in the formation of a private library, which ultimately passed into the possession of President Hayes, became a large department in the firm's business. In 1869 a small pamphlet was issued, containing a list of Western books which would be purchased. That this proved successful in bringing in many desirable books may be inferred from the catalogues which followed a few years after.

About 1873, a series was begun under the title of "Bibliotheca Americana." The first of these to which I have access contained 77 pages and 1942 numbers. From time to time, as the stock increased, other catalogues were issued, and when the last of them appeared, in 1893, it filled 274 double-columned pages, octavo, enumerating nearly 8000 titles, which, with duplicates, must have comprised from 12 to 15 thousand volumes, probably, as before said, the largest stock of Americana ever assembled by one firm for commercial purposes.

The catalogues were of sufficient value and importance, for they were exceptionally well arranged and carefully prepared, to merit a warm note of comment from Justin Winsor in his "Narrative and Critical History of America," thus:

"The most important Americana lists at present issued by American dealers are those of the Robert Clarke Company, of Cincinnati, which are admirable specimens of such lists." John Fiske, in his school history, was moved to praise in an especial note their excellence and usefulness.

And the sincerest flattery of all, the best modern catalogues are modeled on Mr. Clarke's later lists.

Mr. Clarke's activities in this direction resulted in the publication of the "Ohio Valley Historical Series," consisting of seven numbers, both original and reprints.

W. H. Venable, in his remarks at the Robert Clarke in memoriam services at the Glendale (Ohio) Lyceum, an institution which owes its existence to Mr. Clarke, says:

"The work in which Robert Clarke took special pride, and into which he put his whole heart, was the collection and publication of his celebrated 'Ohio Valley Historical Series.' . . . The greater number of these were edited by Mr. Clarke with great accuracy and ability, though no credit was taken for this by the modest editor. The utmost his partners could persuade him to do in the way of self-exploitation was to affix to a short valedictory to the seventh volume of the set the initials R. C."

The value of this series is generally recognized by students of Western history, and dealers in Americana are keen in scenting out copies for which prices are being advanced steadily. All the remainders were finally destroyed in a fire in 1904. A few of the volumes have been reprinted, but these reprints are quite inferior in paper and typography, and are by no means satisfactory to the collector.

Mr. Clarke retired from active business in 1894, and the department ceased to issue catalogues. In 1904 the same fire which destroyed the "Ohio Valley Historical Series" swept out of existence the remaining stock, but the widespread renown of the Clarke catalogues still brings orders from the old lists to the present owners of the business.

After his retirement, Mr. Clarke made a trip around the world with his friend, William Procter, and soon after his return sold his second collection of rare things from his private library to a friend, who presented it to the University of Cincinnati, where it now rests, a memorial to the memory of one of the best-known booksellers of his day. Mr. Clarke died in 1899 from an illness contracted during a visit to Columbus in attendance at a meeting of the Ohio State Historical Society.

It may be asserted that the Americana of the Clarke firm was not profitable, and that the venture of publishing the "Historical Series" was a losing one. This, it may be said, by way of parenthesis, would have ultimately paid out without the assistance of the insurance companies.) But, on the other hand, the company was more widely advertised by the activity of this department of their business than any other, and will probably be remembered through their American catalogues when Swan's "Treatise" and the Revised Statutes are forgotten. So it may have paid them well, after all, though then thought to be an expensive form of publicity.

Among Mr. Clarke's assistants in the compilation of his catalogues was a young man named Peter G. Thomson, who, after many years' work under Mr. Clarke's guidance, set up a business for himself in Cincinnati. He gathered a collection of books upon Ohio his-

tory, which includes nearly every item of importance relating to the history of the State. It is now among the treasures of the Historical and Philosophical Society of Ohio. Thomson's "Bibliography of Ohio" is of great interest to the student. It is founded on the collection just named, and gives much bibliographical data taken from the books themselves, in addition to interesting and instructing notes. Mr. Thomson left the book business many years ago, and is now president of the Champion Paper Co., of Hamilton, Ohio.

In the years just preceding the Civil War, an interesting figure appeared in Cincinnati as a collector of Americana. He was a shoemaker by trade, and by reading became interested in "Injun narratives" and histories. He gathered many and read them, and soon his books extended beyond the few shelves in his shop. When a sufficient quantity had accumulated he began to sell, and printed a catalogue. He could write, but it was a difficult and laborious process, and he was accustomed to take his books to the printer and have the type set from the titles themselves. His catalogues, containing many rare and unusual items, went into the hands of Eastern collectors, who were surprised when they came to Cincinnati to find at the address given upon the advertisement not a bookshop, but a shoemaker's bench, with a very large man working with awl and thread. There was a shelf of books, many rare and curious, and the owner in charge had some knowledge of them.

It is recorded that an Eastern collector, enthusiastic for Americana and early editions, came to Cincinnati on one of his hunting expeditions, and after seeing Mr. Clarke inquired where he could find Mr. Dodge. A card was given him with directions to Ninth and Plum streets, and he went his way.

Several hours, indeed the greater part of the day, passed before the gentleman returned. His account of his visit has been transmitted by the memory of a fellow bookseller.

"I went to the address given me and found there a tumble-down frame building and in it a shoemaker's shop, with a man working cobbling shoes, and a woman in a corner of the room over a washtub washing clothes. He sat on his bench, and in answer to my inquiry for William Dodge rose, took off his apron, and wiping his hand on his trousers, extended it, saying, 'I am William Dodge.' I was taken aback and scarcely knew what to say. I was invited to take a seat on the bench, and we began a conversation on books which lasted several hours. I found Mr. Dodge well informed, well read in his specialty, and possessor of an interesting stock of rare items. He rose on my departure, wished we farewell, extending a cordial invitation to call again, and returned to his cobbling. I have had a symposium to be remembered."

Old Dodge became well known to collectors of his day, and he counted among his customers William Menzies; Field, of Indian bibliographic fame; S. G. Drake, Joseph Sabin and William Gowans bought of him, and as his correspondence widened he undertook the re-

printing of rare books. His first venture was a reissue of a rare New England item, "The History of the Wars of New England with the Eastern Indians, by Samuel Penhallow, Esq., reprinted from the Boston edition of 1726, with a memoir and notes for William Dodge, by J. Harpel, corner of Third and Vine Streets, 1859."

This, after the subscribers were supplied, was used for exchange, and the little shelf in the shop grew apace.

William Dodge went into the army and served four years. He enlisted as a substitute for the last year. He was an expert fifer, and became very proficient upon this martial instrument. His endurance was remarkable, and he could blow for long marches when others gave out entirely. His fife, mounted in silver and bearing his initials, "W. D.," is a treasured relic in the possession of the writer of this.

Upon his return from the army, Dodge gave up trade as a shoemaker and continued the collection and sale of books. He dealt also in rare coins, blowing the fife for political meetings and parades whenever he could get an engagement.

The Penhallow reprint, notwithstanding the bad faith of the printer, who used the type for an edition of his own, proved satisfactory, and in 1866, Dodge had printed a second book, which was more ambitious and much better executed than the first: "A Biographical sketch of the late Capt. Michael Cresap, by John J. Jacob, reprinted from the Cumberland edition of 1826, with notes and an appendix for Wm. Dodge, Cincinnati, 1866." This brought him more exchanges and more books, as well as profit from the sales to subscribers. His catalogues for 1871 contained 78 pages and about 1000 items.

A third reprint of the shoemaker publisher, or, as William Gowans called him, "the literary shoemaker," was "Logan, the last of the race of Shikellemus, Chief of the Cayuga nation, a dramatic piece by Joseph Doddridge, reprinted from the Virginia edition of 1823 by Robert Clarke & Co., 1868." It was the good fortune of the writer to furnish the copy of this rare pamphlet from which the reprint was prepared.

Several other publications were undertaken by Dodge: "Captivity of Gilbert," "Journal of Capt. Trent," "Letter from Leslie Combes," in 100 copies from the original ms. furnished to Dodge by the author. He issued catalogues as late as 1871, and soon after dropped away from books, and for the last three years of his life worked for the city. The last time he came within the vision of the writer he was using a street scraper in one of the public thoroughfares. Dodge, the shoemaker, publisher and booklover, ended his life as a street-cleaner, but he bought books to the end, and Thomson records having purchased from him an original edition of the "Book of Mormon" a few weeks before his death, which took place in December, 1875.

His books and the remainders of his publications went for the greater part into the hands of Josiah Drake, a brother of S. G.

Drake, of Boston, who began his life and ended it as a bookseller in Cincinnati.

In his prime, Dodge was a man of six feet in height, and of a rotundity which reminded one of the figure of Dr. Johnson. He weighed as much as 280 pounds. His features were large, and his face deeply pox-marked, and he wore no beard. His dress was unkempt, and his hands, large and rough, showed a lack of acquaintance with soap and water. His voice was loud, and his language picturesque, if not refined, and at times rose to climaxes, which would have done credit to "Our Army of Flanders." He wrote with difficulty, and not infrequently called on his friends to make out invoices for him. One or two letters which have been preserved are strictly to the point, though his constructions would have made the father of English grammar turn in his grave.

He knew rare books, and had a keen scent for them, knowing by instinct what others must learn by experience. He was especially fond of "Injun books," as he called them, and he read many, if not all, that came into his possession, using his memory to furnish the notes which appeared in his publications. He was three times married, the third time in Cincinnati, his widow surviving him. Thomson says he had children by his first wife, but we in Cincinnati never knew anything of them. He came originally from Ipswich, Mass., where he was born in 1811.

I have sketched for you two widely divergent types of the American bibliophile. "Love of books" brings together all men. It is the masonry of the trade, which binds the merchant, the student and collector in common interest. It places our business upon a higher plane than mere merchandising, gives it dignity and a place meriting the name of a profession. The selling of Americana goes far toward this end.

If I have wandered far from the general topic assigned me, I hope that these sketches may not be without interest to my fellow members of the newer generation. [Applause.]

The Chairman.—When I looked over the programme and saw Mr. Davis L. James on the programme, with the subject "Americana," I knew we were going to have a delightful paper. He couldn't help but talk about Americana; it was born in him, for his father, U. P. James, as you know, of Cincinnati, was one of the foremost people in our business. The atmosphere of Cincinnati is full of Americana, and I am delighted to have this paper.

Has Mr. Everett come into the hall yet?

[No response.]

I will call for next to the last item on the programme, instead of the third, "Co-operation Between Publishers and Booksellers," by William Morrow, of the Frederick A. Stokes Company.

CO-OPERATION BETWEEN PUBLISHERS AND BOOKSELLERS.

By WILLIAM MORROW, of the F. A. Stokes Company.

WHAT does the term co-operation really mean with regard to the book business? In hasty speech, do we not use it carelessly? It is *not* merely the furnishing by the publisher of advertising material for booksellers to distribute; it is *not* simply contributing to the cost of booksellers' advertising; it is *not* the rendering by either publisher or bookseller of any or all the help desired by one side or the other. Co-operation is not a one-sided matter. It is an intelligent, vigorous working together of both publisher and bookseller for the purpose of selling more books at prices and on terms that will mean profit to both.

Co-operation is needed because of a discouraging public apathy. Millions pay for and read newspapers and periodicals, and it is natural to regard that large reading public as possible book buyers. But this multitude of readers remains practically unmoved when invited to buy books.

Another difficulty demanding co-operation for its removal is that the smaller, discriminating, buying public—those who know what they want and ask for it—cannot get books as readily as they wish. This smaller public is scattered all over the country, whereas bookshops are found only in the centers of population. Yet city bookbuyers complain that they cannot, even in city bookshops, find what they want, and object to waiting until the publisher forwards the desired book.

CARE IN SELECTING PUBLICATIONS.

What can the publisher do to co-operate? In the first place, he can and should exercise the utmost care in deciding what books to publish. His obligation to both bookseller and reading public demands that he shall be "from Missouri." He must be *shown* that a work deserves publication; that it has positive merit; that it has some new idea or novel treatment of an old idea; that it offers some real contribution; that there is an actual demand for it, or that a market can be found for it. Publishers examine thousands of manuscripts annually. Two or three out of each hundred may deserve serious consideration. Of those more than half are good only by comparison, and not positively. They are well written, rather interesting, resembling probably some books that have been successful. Too often in such cases the decision is for taking a chance that the book will "catch on." Even in books for which there is a perennial demand, the publisher must be quick to discern changes of fashion; for there are fashions in books as well as in clothing. Gift books, for example, are usually elaborate, manufactured at great expense, involving much initial outlay, and those of some particular style may sell profitably for several seasons; and then, if publishers do not recognize quickly enough the growing indifference of the public toward the style in

vogue, both they and the bookseller will suffer both in accumulation of unsalable stock and in failure to secure the utmost possible sale for books of this kind. This caution is also needed in the selection of juvenile books.

DUPLICATING IDEAS TO BE AVOIDED.

The habit of copying should be avoided. A successful book in some field should not be followed by imitations, unless the demand for the new books is assured. Suppose unusual attention has been directed to a social movement, to some matter of hygiene or public health, or to a new system of education, and a book on the subject is selling readily. Is there not almost a race to issue similar books, until the public is puzzled, booksellers are overstocked, and all concerned are losers?

Granting that the accepted book is all it should be, the publisher's task has just begun. The book must be presented to the trade. The salesman shows a finished copy or a "dummy," with sufficient sample pages, illustrations, etc., to satisfy the dealer about the physical aspect. But, in addition, it is highly important that the publisher shall tell just *what the book is*, describing it clearly, indicating its purpose, suggesting what part of the public is likely to be attracted to it, and stating such other facts as will enable the bookseller to gauge the demand for it.

This duty of the publisher is probably performed more thoroughly, effectively and conscientiously than anything else he does in exploiting books. Publishers appreciate the importance of having booksellers interested in individual publications, and spare no pains or expense to stimulate this interest. People having no direct connection with book publishing cannot understand how important this is, and are likely to underestimate the value of the work done. This is a matter of surprise to a magazine or newspaper editor, who comes into close association with book publishing. In his periodical work he is accustomed to aim directly at the readers, asking only what will interest them, satisfied that they can, with little or no trouble, get the periodical with which they are impressed. The book publisher, on the other hand, must not only discern clearly what will interest readers, but must understand how any book will impress booksellers, and must present it to the trade so as to assure it a fair chance for success.

ADVERTISING COSTLY BUT NECESSARY.

Next comes the advertising of the book—a costly process, about which there is more discussion and less clear understanding than about any other phase of publishing. The work is actually published; its format is satisfactory; booksellers know about it; have purchased supplies, and the books are on the counter. How shall the public be induced to buy? No doubt *some* copies of each publication would be sold if nothing else were done. People in search of reading matter would buy volumes displayed in the bookshops, and when pleased would tell others,

so that occasionally a profitable sale would result. How easy the publisher's task would be if it could stop here!

It must, however, be admitted that advertising is necessary, if only to enable general publishers selling through the trade to compete with subscription publishers and with publishers of non-copyright, competitive lines, and also to increase the number of readers and the sales of books in general. Somebody must do it. The bookseller says he can't, hasn't a large enough margin; and both author and bookseller look to the publisher to assume the burden. The publisher has tried valiantly, sometimes going so far as to sink all or most of his profit. The problem is still unsolved. In my opinion, the solution lies in co-operation. Both publisher and bookseller should advertise, though in different ways.

NEWSPAPER ADVERTISING RARELY WORTH WHILE.

Publishers' advertising should be designed to send customers to the bookshops. Magazine and newspaper advertisements, in so far as they are effective at all, do this. Only in rare instances, however, can it be said that any definite amount of advertising in newspaper or periodical produces a profit for the man who spends the money. Take a novel at \$1.30, net. In addition to general publicity and magazine advertising, the publisher tries to push sales in New York, let us say. Even a modest display of 250 lines in only four newspapers will cost \$250. Suppose he adds carefully selected papers in Boston, Philadelphia and Chicago—seven in all. His 250 lines display for one insertion only will cost \$650. If, because of the advertisement in New York, he should sell 700 extra copies, or because of the advertisement in all the cities, he should sell 1750 extra copies, he would merely get back the cost of the advertisement, the cost of manufacture, and the royalty, without a cent toward the cost of doing business, and, of course, nothing as profit. Would the publisher sell 700 more or 1750 more than if he had not inserted the advertisement? Would he sell a proportionate additional number if the advertisement should be inserted in other publications or repeated several times? Clearly, expenditure on such lines (unprofitable in itself) is justified only because it supplements other work by publisher and bookseller. It is to these other methods, involving intelligent, wholehearted co-operation that our attention should be directed.

IMPORTANCE OF CIRCULARS.

Most important is the use of effective circulars, prepared with the purpose of sending customers to bookshops, which, if judiciously distributed, probably do more to sell miscellaneous books than any other single influence. The descriptions in circulars can be made more complete and accurate; extracts and illustrations can be printed. The prospective customer can and often does keep the circular for reference. But the best argument is that circulars such as I have described *do* sell books through the trade.

To help booksellers most effectively by circulars, the publisher must have a well-kept list of known bookbuyers—expensive to acquire and to maintain—properly classified as to taste in reading, and must distribute part of his circulars and announcements direct to these bookbuyers, as well as through booksellers. The truth of this statement is occasionally questioned, but there are signs of a better understanding that should grow more general as the facts are appreciated.

One publishing house has lately inserted in its publications a postcard which reads:

"BUY FROM YOUR BOOKSELLER,

But let us send you the news about books."

"To the readers of this book who mail this postcard, filled out, we will gladly send, free of charge, announcements of our new publications. Our illustrated holiday pamphlets, with colored picture covers, are unusually attractive. Books may then be ordered through your local bookshop."

There is no double meaning to this. You may take it at face value. It is gratifying to know that every one of the many booksellers who have commented on the practice have recognized the purpose and the value of the effort.

In sending circulars and information to those who reply, the house does not ask them to buy direct. On all circulars, except those bearing dealers' imprints is printed "PLEASE ORDER FROM YOUR BOOKSELLER."

PUBLISHERS' EFFORTS TO GET BOOKSELLERS' NAMES.

Two years ago a Kansas City bookseller, who had asked for an imprinted supply of an elaborate holiday announcement, objected to a postcard blank addressed to the publisher, which was to be detached and mailed by those who wished regular information about different kinds of books.

The publisher, in answering, explained his policy and his intention of using the information for the purpose of sending customers to the trade. To support his explanation, he examined the cash-order records for part of the most active period of the holiday season. There was only a single order (for a total of 67 cents, including postage) that came from the Kansas City region, *i. e.*, a circle of one hundred miles in diameter, with Kansas City as a center. On the other hand, the mail orders from the Kansas City bookseller during that same period showed a striking increase in number and in total purchases, covering almost entirely the books advertised in the holiday announcement. These mail orders, of course, indicated but a part of the value to the bookseller of the circulars he had distributed to his customers and of those the publisher had mailed direct to the same territory, for the dealer's sales from stock—his stock order had been a large one—must have greatly exceeded the re-orders sent by mail. That the statement of these facts satisfied this bookseller is evident from later dealings. He

has continued to distribute the holiday circulars, and his business with that publisher, both stock orders and mail orders, has gone on increasing in even greater proportion than the growth of population would require.

To make sure that this was not exceptional territory or an exceptional year, the publishing house in question examined the records for the entire month of last December. The Kansas City territory showed precisely similar results: the cash orders were a mere bagatelle, and there was a similar sudden and large increase in mail orders for the books described in the circular. Tests covering the same period were made for the region surrounding St. Paul and Minneapolis, and for the region surrounding St. Louis. There were no differences whatever in the results, though it should be observed that in the Minneapolis region some of the cash sales were of books which the booksellers had declined to order.

PUBLISHERS' DIRECT MAIL SALES SMALL.

The total sales that any publisher can secure through direct circularizing is very small, compared with sales to the trade. Without the assurance that this form of advertising was creating trade for the bookseller, publishers would be incurring heavy annual losses.

In this connection, please note that retail buyers in large cities purchase from publishers under a disadvantage, since they are charged for postage or expressage on net books, and for regular books must pay full list price.

Publishers should, and often do, refer inquiries to the local bookseller, wherever it is practicable, and would do so more frequently if it was certain that the book inquired about was on the bookseller's shelves.

Doubtless you can all suggest additional ways in which publishers can co-operate with the trade for the common benefit, but what has been said will serve as a basis for discussion, and we may now proceed to the bookseller's side of the case.

CO-OPERATE WITH SALESMEN.

The bookseller's first chance to co-operate is when the book is presented to him either by the salesman or through correspondence or advertising. It is generally admitted, I think, that traveling book salesmen, like magazine advertising representatives, have become more responsible and more trustworthy as the business has developed. The policy of the best houses is not to have salesmen press large quantities on a dealer, but rather to sell him only what he feels he can dispose of to his customers. And the salesman's part in co-operation is to see that this policy is carried out, while at the same time selling as large a bill as he can of goods covering the entire line. What is said by the modern, trustworthy salesman regarding the nature of the book, its merit, the possible market for it, and the methods of pushing its sale, is at least deserving of attention. Salesmen may not read all the books they sell, and certainly do

not know all about them or their possibilities, but they know more than the bookseller knows at first.

RE-ORDERING.

After a book is once put in stock, booksellers usually keep a close watch over it and re-order promptly. In general, this part of their job is well performed. The difficulty is greatest at the holiday period, when, in addition to the normal demand, booksellers fortunately must satisfy those vexing but profitable requests for "something to give for Christmas." How often publishers are told: "Oh! yes, we've sold out that title, but we must get rid of other stock that is on our hands." The necessity for such an attitude cannot be disputed. But when the bookseller decides between unloading a "plug" and securing fresh stock of books for which there is a demand, he should remember that the sale of a book that people ask for will often bring further sales after the holidays to those who come because of the recommendation of earlier purchasers. Those extra sales, due to recommendation, are what make profit for both publisher and bookseller; and the buyer for a bookshop should think carefully if a book which is asked for, but is out of stock, may not be one that will mean future sales for every copy sold at holiday times, and if those future sales may not more than compensate for the necessity of jobbing other books that are left over. The books that are inquired for are the books that advertise themselves, and are in the long run most profitable.

ADVERTISING IN LOCAL NEWSPAPERS IMPOSSIBLE.

Information about local newspaper advertising by booksellers would be welcomed by all publishers, for we don't know enough about results to discuss it ourselves. Once a year, however, we do hear much about *co-operative advertising*. That is during the autumn, when booksellers either on their own initiative or at the instigation of newspaper solicitors, arrange for large advertising and ask publishers to pay for the space. This is not *co-operative advertising* at all, but advertising at the publishers' expense. It is wrong in principle, since it involves discrimination by the publisher in favor of one customer against another. Very little thought is needed to show that it would be impossible for a publisher to contribute to the advertising of every bookseller on his list. If he helps at all in this way it should be in return for some special effort on the part of the bookseller, an effort which shows directly and promptly in sales. In all fairness, advertising of this kind should not be paid for by the publisher. If he contributes at all, the expense should be shared equally. It should not be forgotten that the publisher is already expending large sums in advertising that to a large extent covers the same field. By magazine advertising, by circular, and often by newspapers, he is reaching many of the same people that the bookseller wants to reach. Notwithstanding a feeling that this

form of advertising is wrong in principle, many publishers have acceded to booksellers' requests on a compromise basis. They advertise one, two or three books only, and pay in copies of the books advertised. If, as a result of advertising, the bookseller does not sell at least enough copies to pay for the space used for the books, then unquestionably the advertising was not worth doing.

ARE THERE TOO MANY PUBLISHERS' CIRCULARS?

A better form of co-operative advertising is the distribution of circulars furnished by publishers. The greatest difficulty lies in the very quantity of the material to be distributed, and in the feeling that is bound to rise in the minds of bookstore clerks that this circular matter is of little value, and is to be got rid of with the least possible trouble. Publishers occasionally make mistakes in preparing circulars, and do not sufficiently regard the method of distribution. Here is where the dealer can help. If he receives an ineffective circular, why should he not write to the publisher in a friendly way, with some definite suggestion for improvement? Some publishers make a practice of never sending circulars except with the dealer's permission. This is the only sensible practice. The dealer, on his side, should ask for circulars whenever he knows they can be profitably used.

The bookseller's mailing list should be more valuable than the publisher's, since it is used to bring business to his shop and not to anyone else. It should give information about the tastes of customers, their purchases, and give such other facts as will enable the bookseller to send out just the right circulars. Such a list, well cared for, is expensive, but it pays. Whether a mailing list is kept or not, careful attention should be given to the distribution of circulars in other ways—to enclosing them with statements or invoices or packages. While this must necessarily be done by subordinates, and under the best conditions is likely to result in waste of good circular matter, this waste can be cut down and effectiveness vastly increased if the head of the shop or the department occasionally gives it personal attention and inspects the work at intervals. As soon as the delivery clerks and others appreciate that the proprietor attaches importance to the proper enclosure of circulars, the work will be better done.

WINDOW DISPLAYS IMPORTANT.

One form of co-operation by the dealer is almost certain to show immediate and gratifying results; that is, good window displays or displays on counters. The best results are attained by those booksellers who can instinctively take advantage of some interest that at the moment is uppermost in the public mind. A convention in your town will give occasion for one display, a sensational review of a book or a vigorous editorial may suggest another. Special newspaper publicity given to an author may be sufficient to warrant another display. (I hasten to admit that if this last idea be carried to the limit and

displays be arranged on the basis of the publicity and prominence given to authors, our bookshop windows during the last two months would contain only the books of certain strenuous and interesting candidates for the Presidency.) None the less, a "news sense" will help a bookseller, even as it helps a Presidential candidate or a theatrical press agent, and in no way will it manifest itself so well as in window displays, or even in small counter displays, with well-worded placards to catch attention.

POSTERS OF DOUBTFUL VALUE.

The display of posters for individual books is a matter about which there is much difference of opinion. Posters are prepared and furnished lavishly by publishers, but no one seems to know to what extent they influence sales.

When the publisher is trying to prepare only books for which there is sufficient reason, is presenting them in the best possible way, and is spending large sums in advertising them so as to send readers to the bookshop, the spirit of true co-operation calls for a proper presentation of the books to prospective customers. And in presenting books, the most important factor is the carefully selected, well-trained clerk. Here lies the bookseller's greatest opportunity, his best chance for profitable co-operation. It is not an easy task to find young men with just the quality of mind to master the immense detail connected with bookselling. You need men of good and quick memory, men who are interested in books and will read as much as they have time for. And the salaries that can be paid are not princely. Still, your problem is no more difficult than those that have been met and solved by other business men. If a master of organization, such as Rockefeller or the organizer of the United Cigar Stores or of the telephone companies, were trying to organize the bookselling business, the matter to which he would chiefly devote his attention—probably to the exclusion of all other problems until this was solved—would be the selection and training of retail salesmen. If we should confront such an organizer with the question of cost of doing business, he would proceed to reduce the percentage of cost—increasing the profit by doing more business with each man employed, or would change salesmen until this end was attained.

TRUE SALESMANSHIP IN SELLING BOOKS.

This is no idle dream; it has become an actuality in many cases. Let me illustrate from personal experience. Nearly twenty years ago, when H. W. Fisher was with either the old firm of Porter & Coates or its successors, Henry T. Coates & Co., I often called to inquire about books. Mr. Fisher soon learned my tastes, and seldom did I depart without some purchase, due to his recommendation. Once, with his pleasant confidential smile, he met me with a bargain offer of a slightly damaged set of Michelet's "History of France." I took it. Another time it was a \$15 set of John Richard Green. The propor-

tion of my meagre earnings that went into books at the suggestion of Mr. Fisher is a matter of astonishment to me as I look back at it. They were good books; I'm glad to have them. Some day—when the authors cease from troubling and booksellers be at rest—I will read that "History of France" and some of the other good books that Fisher sold me nearly twenty years ago. Mine was no unusual case. Thousands of young men and women pass our bookshops daily, who, with proper attention, may be induced to invest wisely in books. Mr. Simon Brentano, in a recent address to the Booksellers' League of New York, made an eloquent plea for this very kind of co-operation; he urged a trade training for book clerks, advised clerks to read book reviews and book news intelligently, and offered many other practical suggestions looking toward increased efficiency.

THE TIME IS RIPE FOR CO-OPERATION.

The time is ripe for some united co-operation. Perhaps you can find time to give consideration to a definite suggestion. It is that the American Booksellers' Association form a bureau of information—a committee to gather facts, answer inquiries and furnish to publishers information that would guide them in the work of each new season. Suppose publishers want to know about book fashions, about the styles that are attracting the public such as the matter of colored picture wrappers, the use of posters or the demand for some unusual style of juvenile books. Where can they get the information with any certainty? They may ask the traveling salesmen, send them to consult a few valued customers, or may write to a few booksellers. Even if prompt replies are received, the information is incomplete and by no means comprehensive. If this committee or bureau of information were established, such questions as have just been indicated and many others more important could be sent to it to ascertain the facts from all members. The information thus furnished would be a real help to publishers, and might influence the publication or rejection of many books, and affect the format or the exploiting of others. Many matters would have to be treated as confidential, but the result of other investigations might be announced for the benefit of all. This is only a hint; other and better possibilities will be discerned if the matter is discussed, and the usefulness of the committee will grow once it has begun to work. Members of the committee, and through them, booksellers in general would reach a better understanding of the publisher's problems through the very work they do in securing facts; publishers would appreciate the difficulties of booksellers by working with such a committee. Working together will lead to understanding, and understanding will bring about still better and more profitable methods of co-operation.

We may discuss means and methods of co-operation until the crack of doom, but if the *spirit of co-operation*, the spirit of give and take, the desire for mutual understanding, be

lacking, our concrete plans are worthless. Suspicion and antagonism must vanish; confidence and desire to help each other must take their place. Each is naturally prejudiced in favor of his own line of activity, and is likely to pursue it without always regarding its relation to the other man's activity, which has the same end in view. By keeping our common purpose steadily before us, rather than by dwelling on the differences that lead to dispute, by endeavoring to understand fully, and by working together for things we both want, we shall more readily settle matters in dispute, and shall raise the book business in America to a higher level than it has reached at any time in the past. [Applause.]

The Chairman.—The last three papers have been so full of good suggestions that I have no doubt they refer to many matters you would like to discuss.

Mr. Clarke.—Mr. President, I have just been asked to start something—nobody seems to want to start it, and I don't, but those papers have been magnificent. Something in the last paper comes to my mind first, the splendid recommendation about local advertising suggested by the last speaker. There is a necessity for that *best* kind of local advertising. It has been my own experience that circularization, as he describes it, is beneficial.

NEWSPAPER ADVERTISING "ROBBERY."

The advertisement of books in newspapers is robbery. The price is excessive in every way, shape and manner. The publishers are milked, as they have no business to be milked, by the newspapers, and I think they could almost give the newspapers absent treatment for a while, and make it good by judicial circularization, such as Mr. Stokes' representative has described. I have tried myself careful circularization. The only objection I had, after spending \$3,000 a year in exploiting the books of the publishers in that co-operative way, was that while every library to whom I sent the circular used it, each bought of his own dealer. I merely mention this because I believe circularization does good. But the publisher must stand for that kind of advertising.

C. G. Percy.—Mr. Clarke said that newspaper advertising is a robbery. It may be in Boston, and it may be in New York, but is it in a small town? There are many retailers here and some could give us a little light on that.

Mr. Herr.—I always stand consistently for the bookseller in the small town and the small bookseller which Mr. Percy mentioned. I have very seriously questioned, during the last year, the value of newspaper publicity for the bookseller, even in a small town. This is something of a change from the position I have taken in previous conventions and in other papers that I have read, but in our own town, during the past spring, I have seen advertising from several large department stores that has absolutely swamped anything in the way of comparatively small advertising. At least three large department stores were carrying full-page ads for four days in the week, and two-

third-page ads for the other days in the week. In cases where a bookseller and stationer could afford to buy advertising space his ad would have been almost entirely lost among such a great mass of advertising, for every other line in the city was carrying proportionate space at that time.

In addition to that, the newspapers themselves made no effort, by their make-up, to make their advertising worth while. Our leading paper, for instance, came out in two sections: the first section had news on page 1 and page 2 with no advertising; page 3 was almost altogether advertising; page 4 had the editorials with a half page of advertising, and the balance of that section was all advertising; the second section was simply a bunch of plate stuff that they got from some of these syndicated agencies—about a half-column on each page—and the rest advertising. If your book advertising got into the second section, it was absolutely lost. For that reason I have reached the point where I seriously question the advisability of newspaper advertising for the bookseller. I don't believe it brings him results. I have heretofore expressed the opinion that it was the best way to reach the public, but I am seriously reconsidering.

Mr. Grant.—For the provincial bookseller newspaper advertising is profitable and correct when done in an intelligent manner; he cannot afford big display, but he can and should make use of effective and timely readers such as "Have you read 'Greyfriar's Bobby'?—if not, do so." A few such ads appearing regularly in your local press will surely make numerous sales and customers for your store. One more as an example. "Stover at Yale," by Owen Johnson, has instantly caught on—is well worth reading and is assured of a large sale."

Another thing: take the little booklets published by the State of New York, especially for educational purposes, which have a list not only of the teachers and the principals of the different schools, but the school commissioners—the men we want directly to reach—who have charge of the educational departments in the country districts. If you will send your advertisements to *these* men, you will get splendid returns. The majority of the men appointed in these districts have comparatively little expert knowledge of books and welcome the advice and help of the intelligent local dealer.

GOOD REVIEWS VALUABLE ADVERTISING.

C. G. Grauer (of Buffalo).—I want to state at the outset that I am not in the employ of any newspaper, and I have no interest in newspaper enterprises, aside from the fact that I like to see everyone get a square deal. I would like to modify that statement made by Mr. Clarke. Newspaper advertising is not wholly without results. I am speaking from personal experience, and my experience differs somewhat from that of others.

We are losing sight of the fact that there is a form of advertising that may be called the wee, small voice that is doing a wonderful

work, namely, the newspaper's literary page, for which the publisher is paying in review copies to the literary editor. When a book is published that possesses merit, it ought to be brought to the attention of the public. I think it worth our while to write a letter to the literary editor of our paper telling him that on such and such a day he will receive a copy of such and such a book from Mr. Publisher; that it is a book in which "I am deeply interested," and that if he will review that book as promptly as he can on the literary page, "I shall esteem it a great favor." I have never yet found a literary editor that will not extend the bookseller that courtesy, if you will co-operate with him. I want to say that good reviews are the best kind of advertisement we secure.

CO-OPERATION FROM LOCAL NEWSPAPERS.

Let me add another example. Not long ago, one of the dramatic publishing houses published a book by a Buffalo author. It was a book that could not possibly interest a great many people, because of its restricted character. Nevertheless, because of the man's residence in Buffalo, we took pride in the book, and I assured him personally that I would bring it to the attention of our people. I took the matter up with the publishers and told them I wanted to co-operate with them in giving it publicity. I received a very courteous letter from them telling us that they would "go to the limit"—and I find that nearly all of the publishers will take the same attitude. With their usual courtesy, they sent us a number of circulars imprinted, and review copies which we could send to the newspapers. They also told us that any other ideas that came into our heads for exploiting this book would receive their serious consideration and support.

Now, their circulars did not go into the waste basket, as is frequently the case with circulars, but were sent out, accompanied by a letter to some person in Buffalo, either on our books or in the city directory, calling his or her attention to this book, saying that the author was a Buffalo man whom they all knew, and asking them if they wouldn't like us to send them a copy on approval.

At the same time there appeared in one of the local papers quite an article on the literary page—not among those great, flaring headlines that advertise ladies' silk skirts for 49 cents, but on the page people read, where you expect book-buyers to read—the literary page. You will find a man interested in stocks going to the stock page; you will find a man interested in books going to the book page; and they do read it. The result of it was that that poor little book, which otherwise would have been lost, or have met a very ignominious fate, sold a hundred copies.

Now if that were the only time that that had been done, I should say it was a freak, but it has been done repeatedly. It is the personality which the bookseller puts into his business; the personality with which he talks to the publisher, the grasping of a hand in

a sincere handshake with the publisher in every enterprise that brings results. [Applause.]

Mr. Clarke.—Mr. Grauer's position is perfectly right—but he speaks of but a very small detail of what I referred to as advertising. I referred to my experience as a publisher. When I wish an advertisement put into a Boston paper as a publisher, I am charged the highest rate they make, because advertising for books is done comparatively but a small part of the year, yet they charge double the rate, practically, for a book advertisement that they charge for summer cottage advertising that is also done for but a part of the year.

We are not willing to pay double rates for advertising. That is what I meant by saying that newspaper book advertising is a roast and a robbery. Getting advertising by special notices, as Mr. Grauer has mentioned, is one of the most promising ways of publicity, but you are not paying for that as advertising; you are getting it another way. The average reviewer in the "literary" column does not do literary work; he merely takes a prominent book and clips the best paragraphs in the book and quotes them in his paper and sticks in headlines here and there, and calls that "reviewing." That kind of publicity isn't much better than advertising. The real, good literary work in the newspaper business is found in the papers that make a regular business of it, like the *New York Evening Post*, the *Boston Transcript*, and a few other papers—that that is beneficial there is no question.

And I would like to come back to the point that the publishers are roasted for advertising done at certain seasons of the year—the output is excessive then for them, and not specially beneficial.

The Chairman.—Gentlemen, I am sorry I shall have to call this discussion off, for it is an interesting one, but I do want to have a word from Mr. Stokes. He has come in just now, and as he is president of the American Publishers' Association we would like to hear from him. [Applause.]

REMARKS BY MR. STOKES

Mr. Stokes.—Mr. Chairman and Gentlemen: I came here care-free, expecting to give myself the treat of hearing the papers by Messrs. Mumford, Everett and Morrow and of seeing many old friends. This sudden call gives me a feeling which I shall indicate in accordance with the advice of Henry Holt at a recent publishers' meeting: "Never be afraid to tell a good old story again; there's sure to be some one who hasn't heard it." Some do not fall in line with that sentiment, but the following good old friend fits my case. A man who was attending the funeral of his wife was requested by the undertaker to get into the carriage with his deceased wife's mother; he objected, but the undertaker was firm, and finally the bereaved one said, "Well, I will, but it spoils the whole darn thing for me." [Laughter.] Indeed, as Gordon McCabe put it in my hearing some years ago, when Mr. Fifield gave me a warning whisper I felt like a dog that was about to be washed. I will take the washing

as well as I can, but I trust you will be lenient.

The spirit that actuates American publishers to-day, I am sure, is the spirit that permeated the paper that Mr. Morrow read, and that was so well expressed by Dooley in one of his earlier books. Hennessy said to him, "Well, we are as the Lord made us," and Dooley answered, "No, lave us be fair; lave us take some of the blame ourselves." The publishers are ready to take some of it, and there is, I think, a better feeling among them to-day, and I hope between publishers and booksellers, than has existed in many years. The recent informal gatherings of publishers in this city, which have been participated in by a few booksellers, have shown that very strongly. There seems to be a new spirit: the spirit that indicates good feeling, the spirit that, without even the semblance of an agreement, may bring real co-operation.

I welcome you, in behalf of the American Publishers' Association, most cordially to New York again. It is a great delight to have you here, and I hope to shake by the hand many whom I have not seen for years—in one or two cases for twenty-five years, perhaps. I regard it as a great privilege to attend this meeting. In the early days of the Association I was present at every one of the then small meetings, to which this great gathering to-day presents such a remarkable contrast.

I cannot let this opportunity pass without reference to one matter and one man of a year ago. You were all, I am sure, strongly at-

tracted by young George Borup, who spoke at your dinner a year ago. He has recently passed away, and I want to pay a brief tribute to that gallant, lovable boy who, to me, seemed to be the very embodiment of the spirit of American youth. I am sure you will join me in feeling that because of his endearment to you—I am confident it was that when you met him a year ago—it is appropriate to remember him at this time. I am glad to tell you that a memorial is proposed for him in which booksellers may or may not, as the spirit moves them, take part, and the particulars will be made public later on. With this note, which I trust is not one too solemn for this occasion, I must pass on to thank you for your wholly unexpected, somewhat terrifying, but very gratifying, call on me here to-day. I wish you all great success in business ways and in all other ways. [Applause.]

The Chairman.—If we could all say such kind words and appreciative words as Mr. Stokes does when we are terrified, we should all like to be terrified. It is always a pleasure to have a representative head of the publishers with us. We cannot do our work without their assistance, and, on the other hand, I think they are coming to realize more and more that, to make the best of their business, they must have the hearty co-operation of the booksellers. May we proceed now to the last paper on the programme for this morning. The subject is "Fewer Books and Better," a real live subject, too, by S. A. Everett, of Doubleday, Page & Co.

FEWER BOOKS AND BETTER

BY S. A. EVERETT, of Doubleday, Page & Company.

Ladies and Gentlemen: You owe the experience of the next ten minutes to the persistence of John Kidd and Ward Macauley.

The first book we published, after we made our New Year's resolutions, was "Danny's Own Story"—a good story and worth publishing. It was very well received. Since the majority of the representatives here are booksellers and not warehousemen, we may assume a general agreement as to the desirability of publishing fewer books. I hope they will be better ones. During the last ten years the tendency has been toward a greater volume of publishing. The PUBLISHERS' WEEKLY record from 1901 to 1908 runs from 7000 to 8000 volumes per year. From that time on the quantity runs 9200, 11,000, 13,500, and 11,000 last year. A more careful analysis of the figures which the PUBLISHERS' WEEKLY has made indicates a very great increase in the volume of fiction during the last five years. I think the increase in fiction alone Mr. Rider figures at about 100 per cent. in that time.

OVER-PRODUCTION IN ENGLAND.

In England the condition seems much the same. One publisher writes on this subject: "The situation needs improvement, but I don't see any attempt on the part of anybody to improve it. Syndicates of two continents seem

to be competing for manuscripts yet unwritten, and there seems to be a general opinion that the public should be able to obtain a good book for about the price that would be paid for an indifferent cigar. As long as there is this insane competition on both sides of the Atlantic on the part of agents and of publishers for indifferent books, I see no chance of the situation being improved."

Another Englishman writes: "I think there is exactly the same situation in England; indeed it is even more pressing than in the States, for you see our country and our possibilities of purchase are small compared with yours."

"The bookseller here in England, in the winter has no time even to glance at the books which are submitted to him in one day, and the traveller who goes round with a list of hundreds of new books has the greatest possible difficulty to get the bookseller to consider any but those of well-known authors."

"Second rate fiction is undoubtedly blocking the market here, and it is only the circulating libraries that buy it, I think. We are limiting our fiction to well-known names where we know there is a definite and certain demand, or to books of such exceptional merit that we feel we can advertise them to success, or that they will advertise themselves."

Another Englishman says: "Overproduction is at the root of all a commercial man's evils,

but no one has yet found a cure. We shall honor America if it proves itself wiser than its papa in solving the difficulty. Nothing has been done by agreement or by force, and nothing I think will be except by the latter (in which I include bankruptcy and the pushing of competition instead of yielding to it)."

An American publisher expresses one attitude when he says: "Yes; of course we want better books just as we want better politics and better men and better automobiles, but where is the man with enough influence to count in such an effort?"

PROBLEM MUST BE FACED.

The trouble with all this attitude of acceptance is that if we do not find a way to get fewer books we'll get more and worse. The problem cannot be side-stepped because it's difficult, and no other place is so good a place to talk it over in as here. This is theoretically a progressive, not a standpat convention. If this representative part of the people makes up its mind that it will earnestly work for fewer and better books, there is reasonable basis for the hope that the flood of fiction will be diminished. The publisher will then less often be expected to exercise the recall and the bookseller will be tempted less often to try the push back.

When the booksellers began a really earnest movement for net fiction and a few publishers were induced to join the movement, the point of view about net fiction rapidly changed. That idea has now passed practically into a trade custom, and seems so thoroughly established that there is little danger of attack upon it. The main apparent danger to the net price system is the temptation of the bookseller to cut prices—a constantly increasing temptation when wholesale discounts are pushed beyond the point of reasonable profit—and especially when the dealer yields to the persuasion of many salesmen with long lists and finds himself overstocked with unsalable or slow selling books.

But how shall we vitalize such a movement as this now started to build up the literary product? How shall we make our influence of enough importance to carry weight?

TEMPTATION TO PUBLISH OFTEN GREAT.

Temptation is not easy to walk around. The experience of all publishing houses in seeing a rejected manuscript develop into a great seller is an argument for the sweep-stake publishing method. But the method of taking the gambling chance—at least on fiction—is in the long run about as disastrous as Wall Street plunging. A still more insidious temptation is the natural tendency to publish all an author's output. With a prolific writer whose product is variable, the nicest question often arises; yet, if he has an active agent, any hesitation of the publisher over the most indifferent manuscript means the end of the relationship.

As an inducement to you booksellers to help I would say that your messages to the publishers through their salesmen do get back to the house. They are in many instances even dramatized to give them due weight—so make

them as cheerful as possible. [Laughter.] Your letters are read with painstaking care; and your general attitude toward our semi-annual offerings through our salesmen is the most vital consideration in a book publisher's business outlook.

BOOKSELLER HAS A TREMENDOUS LEVERAGE TO CONTROL THE SITUATION.

The bookseller soon learns to estimate with no small degree of exactness the value of a publishing house's judgment, and the reliance to be placed on the judgment of the representatives of the various houses. If the bookseller has the fortitude to use to his own advantage, and to the advantage of the whole business of bookselling, the exact knowledge thus gained he will be a tremendously restraining and stimulating influence looking toward the publishing of better books—and that means fewer books. The eager co-operation of many minds will create a favorable public opinion—the public opinion of the trade. The public simply ignores the hopeless books published; the booksellers and the publishers can't do this. Every publication is submitted to a kind of referendum; but in the case of poor books the public simply won't vote.

Fewer and better books can hardly be more than a state of mind—it is a matter of large approximations.

If the booksellers and publishers represented here in this convention should conscientiously go to work at this problem and the bookseller should be a vital contributing influence—never a despairing critical one—we should in the long run materially improve conditions. Because of the variety of representation here we'd have catholicity of choice. No important message for our own generation would be omitted—but we'd have fewer books published and the quality would have a constant trend toward improvement.

One of the best things said of a certain public man now modestly and reluctantly yielding to the pressure to re-enter public life [laughter] is that he made honesty fashionable. Now we can make this idea we're talking about fashionable—it's getting fashionable now. The publishers are taking it up in their meetings; the PUBLISHERS' WEEKLY is dealing with it; some of us are already advertising it to the public. To be fashionable and right at the same time is now our happy privilege. It will change the point of view of every live-minded man who has to do with the selection of books. The lists of books published would probably be reduced from twenty to forty per cent., and we the publishers would be carrying to you to handle each year a liver product—books which we would know better, and have more enthusiasm for, and believe in more strongly.

FEWER BOOKS WOULD MEAN BIGGER BUSINESS.

Fewer books should not and probably would not mean smaller business for either publisher or bookseller. There would be the same amount of time, enthusiasm and money divided between a smaller list. The merchandizing of all such lists would be stimulated,

and opportunities would be multiplied for vital co-operation between publisher and bookseller in taking up the big constructive job of broadening and stimulating the market for books. This is the job for which all the negative work of the past ten years in stopping trade abuses has prepared the way. It's a job well worth doing, and we're here to do it. [Applause.]

The Chairman.—This is one of the most vital questions with which we are confronted to-day. We have about fifteen minutes that we can devote to discussion.

Mr. W. Y. Foote (of Syracuse).—We have had exceptionally brilliant papers this morning; they are certainly above the high water mark.

The last paper I am sure we will agree with. Fewer books, if they be better books, is the right spirit, for such books pass into the class of steady sellers, and we will thus accumulate, from year to year, a larger number of books that we can keep upon the shelf and for which we may be sure of a sale. It is like the young man who starts out to solicit life insurance: every dollar's worth of business that he writes increases not only his premiums, but his renewal income. It is better for us to have a sale of steady sellers than a flood of books that sell for a few weeks and then stick as remainders on our shelves.

LOCAL ADVERTISING OF LITTLE VALUE.

With regard to that admirable paper on the "Relation of the Publishers and the Retailer," there are two or three points about which I wanted to speak. Local advertising I do not find of much value. I tried, after the discussion on this subject last year, the experiment of putting up bulletin boards in the store and asking our customers to put down, under the respective columns, whether they bought books because they read publishers' advertising in the newspapers or because they had heard books recommended, or whether they bought them because of the recommendation of their friends or of the force in the store. When something like a hundred names were accumulated on the sheet, only five or six said that they bought because of reading publishers' advertising in the newspapers. I found that reference was made to the literary page of the daily papers; and I found that people mostly agreed with the literary page because the reviews were by a certain well-known editor—in other words it gets back to the personal touch. They usually bought because they were interested in the personal recommendation of some one in the store or some friend.

THE "BOOK REVIEW" FOUND USEFUL.

The monthly "Book Review" that is now being put out by the PUBLISHERS' WEEKLY, I find of a whole lot of assistance. People are asking me for it, and I should think that the publishers would find it profitable to advertise in it.

I want to say a word about the first paper: I think that was the most brilliant paper on juvenile literature I ever listened to. [Applause.] I spoke about this subject last year,

and I am very firmly convinced that it is the province of the bookseller to help the educational forces of his city to train its children to become readers in the best sense. A lad came into my store the other day, about fifteen or sixteen, I think he was fifteen. He had had some money given him to buy some books, and after spending a long time in the store he finally got down to a choice between a set of Charles Dudley Warner or a set of Motley. Now that boy is not superior in mentality to other boys. His parents are not superior to the rest of the community. His father is a business man and I have known the boy from childhood. But the parents had taken especial pains with that boy's reading, and the boy had always been in the habit of coming to the store until he was a familiar figure there.

CO-OPERATION WITH TEACHERS IN CHILDREN'S BOOK BUYING.

I am constantly urging teachers in our city to co-operate with us in teaching the boys to buy books for themselves out of their spending money. Next week I have what I call a church sale in the store, where each of six churches have one day; they send ten or a dozen people into the store to wait on the customers, and they are to have ten per cent. of the total gross sales of the day. I did it last year, and it was a great success. This year I have told the chairmen of these different church committees to be sure to bring the children in, not to buy, but to bring them in along with the parents. We will show them the children's books.

Book stores in New York State are obliged to take into account the catalogues issued by the Regents of the University of the State of New York, so that we are obliged to carry many books on which the margin of profit is too small. But I believe in systematizing the stock of your books upon the shelves, grading them as the Regents do their lists, thus making it easy for the children to find their own way to the shelves and look over the books intelligently.

I was very glad to hear that most admirable paper, and I hope it will do the Association a lot of good. [Applause.]

Mr. Colwell (of Auburn).—I want to add a word in commendation of that most instructive paper by Mr. Mumford. I want to call the attention of retail booksellers to the fact that some publishers get out a selected list of juvenile books. With a little personal effort on the part of your clerks, such a list may be put in each package which goes out of your store. Those of you who have cash registers know that from a hundred to fifteen hundred people visit your store every day, and your clerks, properly trained, can give out imprinted matter with every package, matter which will reach directly the homes and the people where you desire them read.

I put in a package the other day one of the lists put out by the Penn Publishing Company; that same list was brought back marked, and, inasmuch as I wanted the books right away, I gave the jobber this morning an order

for some of the books of the Penn Publishing Company.

Every good word and work must begin on the solid basis. We find that in all these papers; in the paper on "Americana;" in the other two papers giving the right principles of fewer and better books, and a reasonable co-operation between the people who put out those books, and the people who are to sell them; and finally this getting them into the hands of the children who are our book-buyers of the next generation. [Applause.]

OUR IMMIGRANT CHILDREN ARE ARDENT BOOK READERS.

Mr. Nelson (ex-librarian of Columbia).—I want to endorse most heartily the papers that have been read to-day, and particularly the one relating to the children's libraries. I have attended a great many meetings of the American Publishers' Association, and heard a great many papers on those very subjects, particularly from Mr. Saunders, of Pawtucket, who used to make a specialty of training boys reading dime novels to reading good books. One point I want especially to bring out to-day in relation to this paper is the fact that here in New York City the boys of the east side keep the shelves of the circulating libraries down there stripped of biographies.

They are the boys that need to get information about this country, because they come from abroad. It is up to these librarians, and to you booksellers, to see that our American children don't let these foreigners get ahead of them. [Applause.]

The books that have been advertised in the past for children, such as the "Heroes of History," by Jacob Abbott, the lives of the early kings, and all the others—you are all familiar with them—specimens of books that I myself as a boy of sixteen bought for an academy library in Maine, where in the academy the senior class got up an exhibition and raised the money and called the library a library association, and bought books for the academic library—there are no better books for children that I know of. We also bought and put into the library as a gift from the boys Prescott and Motley (which were just being published at that time). That was back in 1855, the winter of 1854-1855. At that time, as you know, the great development of the library in America began.

Mr. Conover.—I am afraid that we are putting too serious a note in our meeting to properly enjoy our luncheon. The book publishers are like our mothers; if it hadn't been for our mothers we wouldn't be here. [Applause.]

The Chairman.—We will take an adjournment until two o'clock.

WEDNESDAY—AFTERNOON SESSION.

[The convention was called to order again at 2 P.M.]

The Chairman.—The first paper on the pro-

gramme this afternoon is "Special Features of a Store," by Mr. John J. Wood, of the Korner & Wood Company, Cleveland.

SPECIAL FEATURES OF A STORE.

By JOHN J. WOOD, of the Korner & Wood Company, Cleveland, Ohio.

STORE management may be likened to the rubber core in a baseball, which in itself occupies but a relatively small bulk of the finished whole, being wound about with yarn and felt and gutta percha, and more yarn, until the various layers are finally comprised within a skin of horsehide. This ball they pound with an ashken bat for the delectation of the native Indian and his offspring, and it's good for business, "lively," while the core is lively. The moment the little rubber center grows dull, it's all off with the ball. It is termed "dead." Just so a store nears the expiring point when the management grows dull.

So now that we've got the ball warming up, it may be appropriate to browse upon the food for thought growing upon the soil of store management—features of a store, if you like. For the clearer presentation of the subject, it is well to divide it into subheads, here treated: (1) The store, (2) the stock, (3) the sales force, (4) the trouble department.

Thus divided, each is the more accessible, like the little boys at school in the new-fangled forms, where each sits by himself, lacking every chance of swapping packthread

and gum with his neighbor without instant detection by the teacher.

THE SPIRIT OF A BOOKSTORE.

As to the store, then. The store never can be too neat, too orderly, too inviting—I need not say too cleanly. The store can be made stiff or homey, a prison house of forbidden goods, or a storehouse of generous wealth. It may give off a funereal chill, or it may yield a fragrant breath of welcome. You gentlemen probably are familiar with both kinds. Naturally, you know which seems preferable to the customer, and, therefore, the more profitable. Stores, like individuals, take on an individual air. The regular customers soon grow familiar to that air and immediately detect its absence. Little points of comfort, here and there, have a lot to do with this air, but no more than perfect freedom in the use of the store, and leaving to the customer the unaided and unattended inspection of the stock at leisure. Making a customer feel at home makes him consider yours the first place to call whenever he wants anything in your line. It builds up a sort of bond that makes men and women go out of their way

to come to the place where the goods are, and where they feel at home.

Personal contact and individuality always count in any transaction. While many hold a contrary opinion, there is no doubt it is a valuable asset in a retail business of the kind in which we are interested. Customers like to be cognizant of the presence of the proprietors, and while they may not require actual clerk service from them, it does cater to the taste of the regular book purchaser to feel that the heads of the firm are approachable, referring opinions to them, asking advice, etc., etc. Nor does it lower the dignity of the proprietors to be seen in the store; it brings out a feeling of co-partnership; the customer knows that the powers that be are not sitting always behind doors marked "private," but are out recognizing and acknowledging by acts, supervision, etc., those to whom they are indebted for the financial success of the business. A proprietor recognizing a customer by name makes the customer feel that their patronage, trade, etc., are appreciated.

Another proved asset is the known and accepted readiness to secure for a customer any article not in stock—sometimes an article not regularly carried. It's a species of accommodation which makes but small inroad upon one's time, and admirably serves to strengthen ties.

STOCK AND DISPLAY.

Now to the second title—the stock. As to that, one can only say that one man's meat is another man's poison. Many things enter into the details of a successful business, and the stock is naturally one of most importance, but it is here that no hard-and-fast rule can be laid down. Communities, and parts of communities, according to their location, their clientele and their needs, determine the basis of stock requirements. This much is certain, that it is well never to commit a store to any so-called standard of goods which permit of little change, if a change seems desirable. Every day brings its novelties, and we are lucky if we make no great mistakes in dealing with that sort of unknown quantity. Frequently we hit it off. Sometimes we have some difficulty in getting out whole—and we venture to say there is no man here who has not been compelled, at some time, to clear out a bit of shelfroom without regard to the original cost of the things displaced.

The display should be varied, yet far from crowded. With the exception of the holiday season, an overcrowded display is hurtful. This must needs be unattractive, and hence unprofitable. Rather a well-balanced display of particular things—perhaps one thing if it be good enough for the purpose. A feature for any store is its window display. It is the silent salesman. We have found it a strong feature. The background of our window often is the enlarged reproduction of a book cover. One book—title well illustrated—attracts more strongly the passerby than an assemblage of various titles in various bind-

ings. The gazer in at the window is more apt to follow up with a purchase, the train of thought from one dominating attractive display.

Under the division relating to the sales force, much might be said. Encourage salesmanship by the treatment accorded the sales force by the employer. No small part of successful salesmanship is created, or increased, by courteous treatment of employees, naturally and necessarily by them reflected in their treatment of customers. There is some advantage in catching your salespeople young, but even the grouchy kind, given the opportunity, quickly improve under proper conditions. Which is also a natural condition. So, then, endeavor to maintain a force of well-trained people, who know the store thoroughly, educated in the ideas and preferences of regular customers, and ambitious to gain new ones.

AVOID RED TAPE.

Ask your people to avoid red tape. Try in the store to establish personal contact with your customers. We aim to know each by name, and invariably address them by name. We insist upon exceptionally courteous conduct in all matters having to do with errors of any sort—mistakes, misunderstandings, late deliveries, wrong deliveries, failure to keep a promise—not always yielding the point, but invariably making an impression by kindness of speech and manner.

There is one detail hardly necessary to dwell upon, and I mention it only lest I may seem to have overlooked it—a continuous line of selling. Thus, while selling one article, the salesman should have another right at hand to offer as obviously necessary to complete the first sale, without, however, too strenuously forcing the point. Frequently an offhand remark will do the business. Frequently, too, an article having no connection with the sale may be shown as a matter of curiosity, or by way of novelty, with good results.

The sales force should keep posted about book titles, and in a general way—for we must not expect too much of them—about present-day good sellers. Not infrequently a customer will drop a chance inquiry as to this book and that, which may or may not be in stock. It is then that the salesman, having in mind a few good titles, may permit himself to offer a suggestion. Not infrequently the seed falls upon fertile soil, transforming a mere word into a sale. Naturally, acquaintance with the customer's general reading is of wonderful help in this particular. But good sense, a fair knowledge of human nature, and careful attention to a caller's possibilities combine to make many a sale where indifference results in non-effectiveness.

THE "TROUBLE" DEPARTMENT.

The last item of this discourse I call the trouble department, and with that we are all most familiar. Sometimes I wonder whether

Job really had the hard time he records. The trouble department of even the best-regulated store furnishes heat in the winter and sun-strokes in the summertime. It melts fat men's meat and gives heart disease to the slim person, while it is a sure means of economy in that it takes away many a man's appetite. Since there is no virtue, however, in an academic recital of our troubles, it has occurred to me that you might like to hear how we manage to reduce our share to a bearable minimum.

HOW TO HANDLE COMPLAINTS.

Let a complaining customer do all her talking without any interruption whatever. Then, adverting to some point of minor importance, frankly acknowledge the error, showing by voice and facial expression sincere sympathy with the customer's position. Then start in to talk, getting gradually but surely away from the subject.

Every day, almost, carries its own tale of complaints referring to the delivery of purchases. As a rule, the customer is right, and must be conciliated—sometimes a difficult problem. Where a missing article is in stock, immediately replace it by the delivery of another. When it is not in stock offer to procure another, even if it is not to be had in the city. After that should come the task of locating the non-delivered or misdelivered article. The result of this investigation should invariably be communicated to the patron.

Here is an instance. We had a new customer whom we greatly desired to please. A purchase made for delivery on a Saturday—a birthday present—had not been received by 5 P.M., and the telephone was kept busy. We knew the package was sent, the messenger had not returned, and there was nothing we could do until Monday, when, having traced the package, we called up our customer, apologized for our tardiness, and said there was no good reason for the error. The boy had simply stopped to sell some papers to make a little extra money.

That seemed to disarm the customer, who laughed, saying: "Boys will be boys. But what are you going to do about it?"

"Do about it? Why, we'll discharge the boy," we said.

"Oh, please don't do that," pleaded the customer. "Forgive him this once, won't you?"

Next day the customer came in, thanking us for our frankness.

Frankness with customers and fair dealing make an excellent form of business investment. It is paying big dividends.

QUICK DELIVERIES.

And just one other thing. We try to get these quickly. We aim to make quick deliveries. We want, as a rule, to feel that when a customer arrives at home after an afternoon's shopping the purchases made at our store shall have arrived before them, neatly done up, too. It is a point that counts, being rapid this way. You've perhaps heard the story of the Frenchman who arrived in Paris after a six-months' stay in London, and immediately ordered a dish of snails. Then he ordered another portion, and the polite headwaiter suggested that the man seemed rather fond of snails.

"Sure thing," said the gentleman (I don't exactly know the equivalent of this native expression in the polite language of the French capital); "surest thing you ever knew. And I've been in London for six months or more—so there!"

"But," replied the headwaiter, "are there no snails in England?"

"Plenty," said the traveler, as he fell upon his second dish; "but they can't catch 'em."

Ours isn't that kind of a store. We catch 'em every day. [Applause.]

The Chairman.—We will follow the same order this afternoon that we did this morning, and leave the discussion of all the papers until the last. The second paper on the programme this afternoon will be "From Both Sides," by Mr. Hulings C. Brown, of Little, Brown & Company, Boston.

FROM BOTH SIDES.

BY HULINGS C. BROWN, of Little, Brown & Company, Boston.

MR. PRESIDENT, members of the Booksellers' Association, and many of you in this room, old and tried friends, your committee having asked me to talk to you a bit is indeed a great honor.

At the very first, I must ask your indulgences, as my work has been so much more with the printed word of others than with the spoken words of myself. The general object of this convention, as I understand it, being uplift, and to discuss how our business can be made more profitable, I am going to ask you to listen to my views along these lines from both the retailer's and the publisher's sides. You will, I know, understand that they are only the opinion of one of the humblest members of the bookselling and publishing profession.

To present my credentials on the retailer's side, let me reminisce a bit. My first position in the book trade was assumed over thirty-one years ago, at the handle end of a duster. My instructions were to "get down and clean out those bins." I look back, gentlemen, with envy at the ease with which I got into those bins, dusted them out, and came up smiling. Plenty of breath, and no accelerated heart action. Alas! for the "days of yore."

My first experiences were the usual ones of a lad of the trade—route boy, errand boy, and general utility. Our old store was an active one, and I like to look back and remember the celebrated men of letters who came in. Mr. Longfellow, Mr. Lowell, Dr. Holmes, Mr. Whittier, and Mr. Parkman were frequent visitors, and were regarded by me with great

awe. The old "knights of the road" were our constant friends, and my mind's eye still keenly pictures Mr. Kimball, of Lippincott's; Mr. Reed, of Routledge's; Mr. Dingman, of Scribner's; Mr. Richard Worthington, Mr. Bond, of the Century Company; Col. Davis, of McClurg's; Col. Ammon, of Harper's; and dear Girard Buckman, of Porter & Coates. But I was to talk to you on my views as a retailer; so pardon this digression and accept my credentials, allowing me to add that after a number of years the buying and general management of our retail department was entrusted to me.

To my mind, the retail bookseller's side is always an extremely pleasant one, in spite of its many minor annoyances, and we should have this fact first and foremost in our minds. It is a pleasant business by necessity, we cannot help but be improved from contact with it. We meet many fussers, I admit, but, on the other hand, how many fine men and women we meet, with whom it is a delight to associate. Our lines, then, being cast in these pleasant places, we should try to get all there is out of it.

In the early days of the trade in my recollection—the days of no telephones, electric lights, stenographers, etc.—the expenses of business were much less, and also the discounts "on both sides" much smaller. Booksellers then seemed to thrive, and we heard very little talk of business being conducted at a loss. As expenses increased, the trade discounts lengthened, and then, gentlemen, in my opinion, the American bookseller made his great mistake. He needed all his extra profits then, more than ever, and what did he do? He gave them away. We cannot look at any line of merchandise that we do not now pay more for, both in our private lives and for our business necessities, and yet, as a rule, regular books are sold at practically the same prices. I do not refer to that unhappy time when leading novels were used in certain places as baits for other business by being sold at about cost. Fortunately, this condition no longer exists, and the trade seems now to be making money, instead of losing it, on the new books. But, gentlemen, you should see that you make money on *every part and department of your book business*, and of necessity *more, much more*, in proportion, on the older books than on the new, and this is not now the case.

It is with great regret that I hear reports of "no money in the business," and I have tried, as far as I can, to get booksellers to look carefully into their business and see that *all its branches* pay a proper profit. If a branch or department does not pay, either make it do so or cut it out. I have preached for years: See that your bread and butter pays as much as your dessert. I have never been able to understand why the bookseller should be willing to order a book not carried in stock, have it come on by express, perhaps, and then, because it is over a year old, sell it at 25 per cent. off if it is regular, or 10 per cent. off if it is net. Here is a transaction involving double the usual work, and yet yielding a much smaller profit than the current books

then in the store. This custom is quite common, I believe, and I think it is a very foolish one. The orders for books not in stock must necessarily be an important part of one's business and can be made much more so. I think that every bookseller should see that every book sold, no matter to whom, should yield him a proper return in profit above expenses. Let the retailer be a retailer, and not give expert retail service at practically a wholesale discount.

From what I have said, you may be thinking that on account of certain competition in your locality you cannot alter this condition. Now, while this may be true to some extent, I feel very strongly that such a condition, if it exists, may be largely corrected.

I remember hearing a very able paper read in this room on co-operation by dealers in different localities. It impressed me very strongly, and I firmly believe that such co-operation is the keynote to success and the cure for most of the ills booksellers are now complaining of. We certainly were in rather a mixed condition at one time in Boston, and it was my pleasure to have the heads of the different bookstores and book departments meet in our office. There was a lot of discussion, and there were some disagreements. Ultimately, we all agreed that existing conditions were not entirely satisfactory, and we then and there did much to correct them for the better. I think more can be done in Boston, in the way of better prices, of exchange of lists of overstock, etc., etc. However, with very few exceptions, I think I may say that the Boston booksellers seem fairly satisfied with the present conditions of the business. Although publishing is the larger part of our business, I am still actively in the retail end, however, and watch with the utmost interest its various phases.

I see no reason why dealers in every individual city or town in the country cannot get together and themselves agree to a schedule of rates that will yield them a proper profit on all branches of their business. The present movement for fixed prices is largely helping to bring this about, and the publishers are certainly showing their willingness to do their part whenever possible. It strikes me that it is up to the retailers to get together and unite on proper yielding prices for regular price books.

When you stop to think of it, the retail dealer has a lot done for him in the way of helping his business. The book is made for him, shown to him, advertised for him, without his being called on to spend a cent. He then has it in him to decide whether or no he wants it, and if yes, how many he will take. Circulars are provided for him, and often extra copies are loaned for window display. Can you show any other line of business where all this is done?

Don't think for a moment, gentlemen, that I say this because I am a publisher, for it has been my true opinion as a retailer of some years' standing. I like the business, and hate to hear those that are in it speak adversely of

it, and I want them to try and revise their judgments. A good retail bookstore is a credit to every city or town where it exists, and its proprietor is always considered one of its best citizens. On account of this position, I think every bookseller should feel that he can perfectly well conduct his business as he wishes it, and on his own responsibility, and not be affected by what others do, even if their methods are, for the moment, different from his own. The time is now ripe for all to get together, with a proper spirit of give and take, to better conditions, and honest endeavor will bring this about.

Now as to the publisher's side, from my viewpoint. This can be more condensed, as his work is, in a way, more limited. He really has his troubles, though, and a lot of things to contend with that never come up to the retailer. In the first place, let me say that he hates to be regarded by the bookseller as his natural enemy, as, unfortunately, in some cases he seems to be. He doesn't like this a bit, and wants every bookseller in the land to be his friend, as so much depends on this friendship. The whole book business is largely a lottery, but the publisher invariably in every case takes the larger risk.

Now, authors, while in the main delightful people to deal with, are not the practical business men you are. They often have certain ideas of their own in regard to publishing their books which they insist on having carried out. As they are selling their own wares, they really have a right to say what they want done, and the publisher often has to do things that perhaps in his own judgment are not as he would wish.

He has to do some pretty close figuring on expenses. His friends, the printers, paper-makers, binders, artists, etc., all have ideas of their own as to relative values, which have to be worked into shape in order to bring out the book at the price he hopes will please you. Now, this isn't the easiest thing in the world to do, but he tries, and also takes some pride in the results he obtains.

This being the case, he brings out his book, and comes to you hoping for your hearty co-operation and support. He has had the bookseller in mind from the start, as he realizes fully his importance as an outlet for his book. If what he offers you isn't exactly to your

liking in every detail, do stop and think that he has had his worries, and is really giving you the best he can. I think I can safely say that there isn't a publisher in the country today who is not trying his best to issue his books so that the retailer can make a good profit out of them. He cannot do everything, perhaps, that you wish, but if you will stop and realize the increased cost in manufacture, royalties, traveling expenses, etc., and also that you are paying him practically the same net amounts you did ten years ago, you should know that the publisher is indeed giving you a "square deal."

You have been very patient, gentlemen, in listening to my views, and I will trespass but little further on your time.

To sum up, let me say that I consider our business a fine one "on both sides." In the representative gathering of the Retail Booksellers of America in this room we see fine examples of the bookseller at his best. As I look out in the room I see gray hair, dignity and success, and also dark hair, impudence and hope. Remember, dark hair and impudence, that if you are good you will in time become gray hair and dignity, and with such an incentive and such fine examples before you, you should ask for nothing better.

To paraphrase the words of the poet, let me say:

"As unto the bow the cord is,
So unto the pub's the seller.
Tho' he knocks him, yet he likes him;
'Cause he needs him, so he'll follow.
Useless each without the other."

Gentlemen, from now on, more than ever before, let us take a fresh belief in our business as the "best on earth." Let us sink all differences, take a broader view, and know we are all going to win out. Let us all adopt dear old Dr. Hale's motto to "Look out, and not in; look forward, and not back; lend a hand." I thank you for your attention.

The Chairman.—I surely appreciate this paper of Mr. Brown's. I think after the word of Mr. Stokes, the president of the Publishers' Association, and of Mr. Everett, who also touched upon the publishing side of the question, we cannot but believe that we are getting nearer together.

The next paper on the programme will be Mr. Frederick G. Melcher's on "Bookseller and Public." [Applause.]

BOOKSELLER AND PUBLIC.

BY FREDERICK G. MELCHER, of the Charles E. Lauriat Company, Boston.

I FEEL that Mr. Brown pointed at me when he spoke about hair, impudence and hope. But I am glad to follow another member of the book trade from Boston, and I presume that my appearance here is due to the fact that no one else would accept the privilege and opportunity of representing the retail book salesman. You have heard from the publisher; you hear from the bookseller. I want to represent and talk from the bookseller's point of view on the footing of a salesman in a retail store.

The subject set down before me is large enough to cover all the topics of this morning, but I want to emphasize just one point of it, and to make that point, I wish to outline an illustration that will help me. If in doing so I give a little advertising to a book that Small, Maynard & Company have this fall, I ask their pardon for anticipating it. In the book, which is one on the sculptor Rodin, already in French, the author is represented as going into the studio of the artist and making inquiry of him to draw him out as to the methods artists

employ to get the sense of life and action into a statue. The sculptor turned to his model, the one for his famous figure of John the Baptist—the figure, as you remember, is a striding one with an upraised arm. "Now," says Rodin, "notice the feet; the rear one flat to the ground, the forward one flat to the ground; an awkward position, truly, but because the statue is making two motions at once, it takes on the semblance of action, and that is what gives it life, to your eyes." Now, my point from this illustration is that in this convention and in any convention, to get a semblance of action, one must get at least two points of view.

THERE HAVE BEEN LLOYD GARRISONS AND WENDELL PHILLIPSES IN THE BOOK TRADE.

Right here I want to say that I will allow no one a greater admiration for the work that has been done by this Association than I. I only wish that I might look back to the credit of belonging among those earlier workers who have appeared here. These booksellers have brought the trade forward to a situation where we can see the field ahead. There have been Lloyd Garrisons and Wendell Philippses who have set out to relieve from bondage this race of bookmen; and now that we have gone through this war, we are ready for the reconstruction period. They are now gladly joined in the work of that reconstruction period; they point to the new field, a field that means wider, more intelligent bookselling, a taking of books into every corner and stretch of this country.

RETAIL BOOKSTORES THE FINAL STEP IN THE SELLING SYSTEM.

I have been told the figures—although they are of no consequence—that there are something over two thousand retail bookstores in this country. It matters not just what number. These booksellers represent the principal outlet for the printed book in this country. They represent the final step in the system that is bringing the wisdom of past ages to our own time. These booksellers carry on an institution for the benefit of the country, and yet we are bothered by no printed advice, no roll-call at the polls, suggesting ways and means to us. We are able to give comfort and advice to men. Because of that very freedom in our action we feel an obligation to carry on this retail trade of ours to the best of our ability.

Now, I want to mention five points, about which the public has the right to criticize the bookseller, and by which, at these conventions, we weigh our ability at the time, and are able to mark better our progress. I would speak first, of the store; second, of the equipment; thirdly, of the bookshop; fourthly, of the book salesman; and finally, of the bookseller himself.

BOOKSTORES SHOULD HAVE BEST LOCATIONS.

Remember, first, that in this new era that may be coming, it is not going to be wholly necessary that booksellers shall cower in the

side streets and in other bad locations, while haberdasheries and cigar stores take all the best ones. I do not mean to say that it is always the largest street or the finest thoroughfare that is the best for our business: it is not so in the city in which I am at work. But I do believe that a bookseller should never give up the idea of working toward the best location he sees, and he is wholly culpable until he is satisfied that he has reached just some such location—somewhere between the districts where life-like representations of white goods make a man feel self-conscious, and the district where the hurry of the wholesale trade makes the woman feel ill at ease. There are districts in every city where bookstores should belong, and every time that any city or large town in these United States has a bookstore in such a situation as that, well-located, it is a new strength and a new credit to this Association. We want to mark every such progress with acclaim.

WINDOW DISPLAY.

Now, to speak of the equipment, we must certainly first speak of the windows. The windows must be made more of by hundreds of our stores. I wonder if we cannot liken the possibilities of the window to the possibilities that a newspaper man sees in his front space. As the newspaper man wants some leading item to get the attention of the people, so we in our windows want some striking thing to get the attention of those who pass by. Besides this leading item, the newspapers also have a space for a display of timely subjects. We should have displays of books that would be just like the announcement of news to the people. Besides that, we should have selections on special subjects that attract individual people. Just as the newspaper has its allotted space for its advertisements, so, I believe, the bookseller should have in some part of his window some special thing, some specially priced thing; I mean some bargain that will suggest *immediate* purchase. In other words: just as the front page of a paper will attract the reader's interest and lead him to look inside, so the windows of a bookstore should attract the reader's and lead him to come inside.

Now the public has also a right to watch and criticize our equipment as it enters the door. People have an eye for our equipment and the service we are giving. It is hard for a bookseller always to get that point of view and blessed is the man who can walk into his own door and see where his mistakes are!

Have you ever realized how critical people are of the counters, of a sagging shelf, or of the woodwork in a store? Let this happen where you buy your own goods, and see how quickly *you* notice the change. We can get a new idea at every turn by going around into different stores. It has already been spoken of about how much this new kind of service demands. Competition on service is becoming keener and keener, and that business is going to be the most successful that gives the best service.

ARE WE GIVING UP TO THE MINUTE SERVICE?

Are all of us careful enough of this instrument we speak so easily of: the telephone? Have you ever watched the conversations that your assistants are having with customers who make inquiry? Have you the men who have patience and knowledge in answering those orders? Are you giving them the service that you should? Are you equipped as you should be in your shipping department? Can you despatch things as promptly as you should?

I went by a store in our town the other day, a competitor of ours, and in the window they had a display of wedding presents. They had boxes all around these wedding presents, which suggested to people how neatly those presents could be despatched. Now books ought to be the greatest wedding presents in the world—they aren't, but they should be [applause], and they ought to be wrapped and boxed just as a silverware wedding present would arrive.

There is one other point in the equipment that we have got to watch. How many of us are careful enough about the correspondence? Do not your assistants answer letters perhaps somewhat carelessly? Have they ever thought that the answering of correspondence is an art? I do not mean by that that all our correspondence should be like "Chicago correspondence." The man's individuality is going to tell. But good correspondence counts, and quick answers count, and quick shipping counts, and good telephone service counts. Equipment counts, and we have got to follow it up at every turn.

STOCK—THE BIGGER THE BETTER.

Now I want to go to the third point; that is the stock. Not all of us can have stores which look like Brentano's. Not all of us can have windows like his. The point we cannot emphasize too much is the contact. We should have everywhere displays of special books on special subjects; displays for the individual. We must not merely have displays of the current novels—not merely displays of magazines or things of that kind.

I cannot attempt to give you valuable views on how to keep your book stock. In different parts of the country methods differ. They differ in every district. But I should like to emphasize that we have got to recognize the public in this matter. Stock arrangement is merely another contact with the public. People expect to come in and ask us not merely for the current books. They expect to come in and ask us for cook books, for gardening books, for juveniles—yes, bless them, they are going to ask for hundreds of more juveniles next year [laughter], for poetry and drama, and they expect to ask us for the old classics, and for the beloved favorites of ten years ago. Not to meet them on that ground is not to be a bookstore. We have got to keep up a big stock.

Now, I believe it has been suggested before here that it would be impossible to stock all regular books, nevertheless I think this is

a very profitable thing. I welcome the suggestion that has come from another publisher, that they intend gradually to assist us to keep up our beloved favorites of a few years back, by putting them on an appropriate net basis. This movement is undoubtedly going to help us to keep up the book stock in all our various departments.

MUST BE ARRANGED BY SUBJECTS.

Another point which I want to speak about is the method of arranging the book stock. The public, when it comes in, expects to find your things classified. What would you think of going into your jewelry store and asking for silver forks, and have them show you the Gorham forks in one corner, and then be taken over to another counter and be shown the Meriden? But that is just the way it seems to the outsider when he comes in and finds your books arranged by publishers. He expects to come in and find your stock classified. This is not only a good thing for him, but a profitable thing for you. The purchaser that comes in for a cook book or a farming book does not buy just the one Doubleday, Page book he asked for; he may take some Macmillan books there besides. We have got to be on the lookout to meet that outsider's attitude. We cannot carry this classification too far. I know I am told *that* often at home. It is the outsider's point of view that we should watch for. That is the reason we keep it up.

AND PRICED PLAINLY.

I have spent many hours in going around in various stores at home when I have had some time on my hands to see how their stock is arranged. I frequently go into an arts and crafts shop a few blocks above ours, and there especially I see different things around that give me an idea. For instance, there I go around and turn things over and look at them. I do not call a girl, because I am not there to buy anything. But I occasionally turn over a little something, you know, which is only 95 cents—which surprises me, and so I buy it and take it home, and my house is beautified.

Now, I thoroughly believe that the general run of our books ought to be plainly priced. The publishers have set the fashion by printing the price on the back, and the public have got used to having books marked on the back. So, when you get second-hand books or Americana, or old books that have not been priced, the public should be easily able to see what the prices are. Plain pricing encourages browsing around, it encourages people to get acquainted with your books, it will encourage even the children to go to the back of your store and go among the books which you have gathered for them.

I believe those three points are important. They will make improvements in business. They meet the public's point of view.

BETTER SALESMANSHIP NECESSARY.

I have said something about the store equipment and the stock. But there has been referred to this morning, several times, the con-

tact between the bookseller and the salesman. It has seemed to me that with the dwindling returns in bookselling, the character and the payment of retail salesmen has gone down; and that with the pay going down you have got less desirable men; and that with the less desirable men you have got less results. As the thing has gone down step by step, so it must come up step by step. There cannot be too much emphasis on this point.

I noted with great satisfaction in a recent issue of the PUBLISHERS' WEEKLY the talk given by Mr. Brentano to a booksellers' education league, or something of the kind, here in New York. That is starting a movement in the right direction. We have now got down to the bottom; good bookselling depends on starting up the other way. You managers of book stores have got to get for your salesmen the best people you possibly can get hold of, and then pay them all you can, and then get to work and make them worth what you are paying them. [Applause.] You have got to get more out of each individual man that you may build up your trade and give the public contact with a person who is worthy to have that contact in a bookstore.

This should not be too hard. Think of what this profession is as compared with others. Think of the pleasure of handling the printed wisdom and the printed wit and printed genius of the ages, as compared with the handling of hardware. Think of the contacts you have had day after day with the nicest kind of people—and then compare them with those of the young man who is learning the wool trade—selling to wholesale clothiers. It should not even be too difficult to obtain a college man. How many of you have ever asked a college man to come into your store? That kind of education has heretofore been too good for the bookseller; but perhaps some day we shall have college men right on the floor. I do not believe it is an impossible thing. They go into teaching at a thousand a year, and I believe you can make retail bookselling on the floor worth at least that to them.

THE BOOKSELLER HIMSELF THE CRUCIAL POINT.

I suppose you think I am calling for some sort of a Utopia, when the floors shall be manned with college-bred men and the stocks shall be large. But it is going to be possible in this utilitarian United States to bring *such* life and *such* possibilities into our retail stores. I believe it is going to be possible, because the new era that we are expecting is going to bring a new inspiration to the bookseller himself. There is the final key, the real cue to this whole thing. The retail bookseller is going to have a new inspiration! *He* is the one that must keep his ear to the ground of public interest. He is the one who must put inspiration into these clerks who are going to check up the stock and keep things as they should be. It is you—you of the red, white and blue ribbons—on whom the whole structure of this bookselling edifice depends. We have got to go forward. We must have this new inspiration. How much knowledge do you impart to

those men who have the actual contact with the public? How much of the inspiration you feel actually gets to your public; to the public that comes into your doors? It is with the booksellers that the final solution of this problem lies, they have the key that will open the way into this new era!

Now, just for closing, I ask you to come back again to the illustration of the statue of Rodin. Why was it necessary for that sculptor to get life into that statue? Why was it that he must have action in that statue? It is because he was carving the figure of a prophet, the figure of a prophet that was like a voice calling in the wilderness, proclaiming the new era!

I know just as well as you do that we are only a lot of American business men talking above the clangor of the busiest street in America. I know just as well as you do that we are only one convention following on another and another and another in this hall here; but in spite of that I believe that we take an unbounded enthusiasm from this movement; that you who have this movement in charge are going back to your work with new inspiration. It is you who must have the vision, and where there is no vision the people perish. [Prolonged applause.]

The Chairman.—Gentlemen, I wonder where Mr. Melcher was before last year. Last year he came here and gave us an optimistic note that each of us took home. I believe many of us here to-day get the same inspiration. Some way or other he strikes the right note every time he speaks. [Applause.]

The last regular paper on the programme this afternoon is one on advertising. No convention is complete without a talk from the advertising man, and we are favored by having Mr. C. G. Percy, of the Grosset & Dunlap Company, who will speak to us on the "Publishers' Advertising Man." Is Mr. Percy in the room? If Mr. Percy is not here, Mr. Cowles, secretary of the Postal Progress League, has requested that he be allowed to give ten minutes talk on the parcels post.

A PLEA FOR A PARCELS POST.

[Mr. Cowles was given the privilege of the floor, and made an earnest plea for the establishment in this country of a thoroughgoing and adequate parcels post. He particularly urged the booktrade to support the Sulzer bill now before Congress, and pointed out the paramount advantages to the booktrade of a parcels post, books suffering the double handicap of a high present rate and the competition of the subsidized magazines. It was evident that the consensus of the convention was strongly favorable to a parcels post.

In closing, referring to the bill for a parcels post on rural routes now before Congress, Mr. Cowles said:]

Mr. Cowles.—It provides for a service on fourth class matter of five cents for the first pound, and on each additional pound one cent, with an eleven-pound limit. There is no insurance provided, and the rate is left on your books, the printed books, at eight cents a

pound. The rates make absolutely impracticable any communication between the library and the rural route.

Now, the point I want to make clear is this: it seems to me that every solitary man of you shall write to your Senators and say to them: "Gentlemen, we want you to support the Sulzer Bill, which has been before this country for years."

This bill, in the first place, provides you insurance against loss or damage (which is done everywhere else except in this country), and in the second place it will do almost more than anything else to increase the use of books, be-

cause it will enable the rural people to get books. They can get the magazines now, but they can't get your books. The libraries are of no use to them. There are forty million rural population, forty million men, women and children who would buy books and use libraries if they had a cheap book service. If our bill passes they will have that library book. They would have a very simple service.

I have asked for this little time because I believe there is nothing more important for your consideration than this question of transportation, of getting your goods to your customers. [Applause.]

THE PUBLISHER'S ADVERTISING MAN.

By CARL G. PERCY, of Grosset & Dunlap, New York.

I STOOD on a street corner in Seattle, a few years ago, watching a horse struggling to haul a heavily loaded wagon up a short hill. The horse was on the point of giving out when the driver applied the brakes. Just then another horse with a similar load attempted to make the haul, and met with a like result. The man driving the second horse took in the situation at a glance. He hailed the first driver, and after a moment's conversation unhitched his horse and coupled it up with the other animal. The two then pulled the first wagon load to the top easily and returned for the second load.

In this incident there is a fine object lesson. Call the first outfit the retailer; the second outfit, the publisher; and the top of the hill, *the goal of increased business*. You don't need a vivid imagination to apply this lesson to our business. The retailer struggled to reach the goal of increased business, but did not have the strength to attain it unaided. Then the publisher tried it without success. But, when they joined forces, what an easy matter it was! That's what we want to do—*join forces*.

Our solution of the real problem won't be easy, but I believe just as soon as we get together in the right way, both the publishers and retailers will "get there," or to use a more colloquial expression, will "put it across."

The topic for my paper is "The Publisher's Advertising Man." I will attempt to show you how he fits into such a scheme of co-operation between publisher and retailer, and how you retailers may work with him to help him help you sell more books and therefore make more money.

ADVERTISING ESSENTIAL.

It was not many years ago that men turned up their noses at the idea of canned lights, but in spite of that we now have electric lights. Later air messages were considered impossible; nevertheless the wireless has demonstrated its efficiency beyond a doubt. There have been so many cases of a like character that I do not hesitate to venture the assertion that the advertising man will eventually play an all important part in the advancement of

the book publishing business, and why shouldn't he—he is doing great work in up-building other great commercial lines. I believe that our greatest strides in the future will be made along advertising lines! Is it too much to say that advertising will be a means to an end in broadening the field and creating more readers; that advertising will make substantial houses more substantial; and that better advertising will build up book retailing until it becomes a tremendously powerful commercial and civic factor?

The question of qualifications naturally arises at this point. Is the advertising man capable of doing this, and if so, how shall he proceed? There was a time when the advertising man was looked upon as a commercial "hot air" artist; a man who could lock himself up in a corner; make an appointment with an idea and grind out pretty phrases that would compel people to buy the wares he "advertised." This, however—and thank goodness—is of the past; the real advertising man of to-day ranks as high in efficiency as any other specialist in the business field. You would not put your life in the hands of any doctor, neither would you expect, nor could you expect, any advertising man to come into the book field and lift it up to a higher plane. We must have the best men we can get.

Let me point out a few possibilities; it may be that we can start with something definite, and in this manner get some basis on which to work. To begin with, we have 3000 well established booksellers catering to a population of one hundred million. This allows 33,333 possible customers for each bookseller, which is pretty good for a start.

Compulsory education is making new readers every year, while the general tendency toward higher education as a business asset will help us greatly. On the other hand, there is no movement to discourage reading. It is my belief that newspapers and magazines stimulate or could be made to act as a stimulant for book reading, which you, of course, will agree is much more comprehensive and satisfying as an educational or pleasure-giving proposition than the light or short reading that we get from periodicals. We face con-

ditions from an advertising standpoint that are far from discouraging.

BROADEN THE READING FIELD.

Much of the upbuilding will, of necessity, have to be done by individual publishing houses among their own clientele, but why not some co-operative, concentrated effort to broaden the entire field and make new readers? Suppose we have thirty-five publishing houses reaching 3,000,000 people a year with their printed messages. In round figures we would then be reaching 105,000,000 a year, or every intelligent person in the United States two or three times in that period. We can make this wonderful circulation of far-reaching value by having all publishing houses incorporate in their literature some paragraph or slogan designed to create a desire to read. This is important, for the more readers we get, just so much greater are the possibilities of increased business. There is no reason for a single publisher, large or small, staying out of such a plan to make new book readers. Each firm would reap its share of the benefits in proportion to its size and importance, and in proportion to what it could contribute. Get retailers back of this, too; they can make the good work more far-reaching and impressive. This is a fine advertising possibility.

Why not more and better book pages in daily newspapers? Appoint a committee of advertising men from say five houses to investigate the possibilities of the newspaper book review page. Have these men draw up a set of reasons, based on their findings, why newspaper publishers should make it a practice to run an efficient book review page. If we can convince newspaper publishers that the public takes a cordial interest in books, they will not hesitate a moment to conduct such a page; for remember, gentlemen, the newspaper editor is much like the politician, in that he caters entirely to his little public. A well-conducted page can be profitably patronized by publishers and book retailers and will, therefore, pay all concerned. This is another advertising possibility.

ADVERTISING IN POOR MEDIUMS IS WASTED.

Name a committee to gather information regarding circulations, paying particular attention to the character of circulations, fairness of advertising rates, etc. There is no more profitable investment than good advertising in the proper mediums, but on the other hand there is no poorer investment than advertising in unsuitable publications. Certainly no worthy periodical publisher would have anything to withhold from such a committee. This is a possibility and a necessity.

Steps are being taken by the Booksellers' League to educate book clerks to a higher, or at least a keener appreciation of the possibilities of their positions. How can we expect inefficient clerks to deal with the most intelligent class of customers it is possible to have? Sending a boy on a man's errand, isn't it? This is grand work, classify it as

you will—I call the educating of book clerks advertising of the finest character.

We have considered advertising possibilities and have found encouragement. I think you will agree with me in that there is room in our line for some real high-grade, broad-gauged advertising men. At least I will continue on the supposition that you agree with me, and take up the necessities of advertising next.

ADVERTISING MUST DIRECT BUSINESS TO THE BOOKSELLER.

As a general proposition the book business is conducted through local retailers. It is apparent that our advertising effort must be aimed to get people into the bookstores, and then acquaint them more thoroughly with books and the pleasures to be derived from reading books. Our business sagacity would direct us to take the precaution of seeing that the prospective customers are ably handled, once within the portals of the book shop. To accomplish this and make it profitable, retailers and publishers must work hand in hand. The publisher may advertise nationally in the widely circulated magazines or he may mail his advertising message direct to the people, but that is about all he can do to direct the general public to the retailer. The retailer must localize this publicity and make the connection. He may advertise through the mails, newspapers, and window displays to attract the people whom the publisher interests. We thus have two arms of advertising reaching out from the publishers to direct people to the retailers who have three outstretched arms to receive them. These five advertising forces properly working should certainly corral much business.

You may say that this is theoretically fine, but that it won't work out in practice, and I'll say this to you: It will remain theory until the publishing field gets or develops some big "advertising-merchandise" men, and the publishers and retailers alike give them plenty of co-operation. Better, however, no men than men of small mental calibre; such men would do more harm than good. You'll remember the epigram that reads something like this: "Men who say it can't be done are interrupted by someone doing it." If there is any room for growth in this business, there is no room for "knockers." "Knockers" should be placed where they can't do any harm.

Most of the audience is composed of retailers, and I want to show you how such publishers' advertising men could help you, and how you, in turn, could help them. The publisher's advertising man should work in close harmony with the sales department, in order that all traveling salesmen may know just what is being done along advertising lines. It will be the duty of the advertising man to study retail conditions to such an extent that he will get into the bookstores and find out first-hand what problems you men face. The advertising and selling instinct will assert itself in the right sort of man so that facts gathered in

such a way stand a fine chance of being properly valued. The outcome of such an investigation will surely be helpful to you. This information would be passed along to you partly through the traveling men, and partly by direct correspondence or printed matter. When a salesman calls on you and leaves naught but a carbon copy of your order, a golden opportunity has been wasted. Coming, as he does, from headquarters, he should be overstocked with practical sales-winning ideas for your use.

At the time of the salesman's call, perhaps you might have just applied an idea with much success. You could give the salesman material from your experience that he may report back to his house, and thus you interchange ideas for the betterment of all booksellers. It is a give and take policy that is no more unreasonable than the altruistic golden rule. Would the medical profession or the legal profession be in its present state of efficiency if clinics and jurisprudence discussions were held behind closed doors and the results kept secret? If you doubt the theory, stop for a moment to reconsider. If there was one bookseller who knew it all, he would own every bookstore in the country, and perhaps most of the publishing houses.

EXCHANGE IDEAS.

Let me apply some figures. Suppose one of you to have fifteen original ideas, and the other 2999 booksellers possessed one original idea each. Where can there be any advantage in the fifteen-idea man holding his ideas secret when he could get 2999 other ideas for his fifteen. If you were all in the same city, it might be different; but you're not, so why not the exchange?

The publisher's advertising man should find out the best methods of window display and submit his findings to you in a definite, tangible form, in order that you may have an opportunity to learn of things that you have no other means of knowing about.

Publishers' imprinted circulars should not be issued until a thorough inquiry has been made into the dealer's needs, and his ability or willingness to distribute them judiciously. Dealers that will wilfully destroy or fail to use advertising matter that some publisher has paid perfectly good money for should be put on the blacklist—you would not expect a retailer to accept real money and use it in the same way. When a publisher puts a portion of his profits into circulars, it is with the idea of increasing retail business and thereby furthering his own interest. Such printed matter put to no use is a dead loss. It would not be so bad if it were only the guilty party who suffered, but all progressive retailers who use circulars to good advantage suffer with the publisher. If his money as invested in circulars does not earn more money, there must be a curtailing somewhere, either in the quality or quantity of circulars or the appearance of the books themselves. Publishers must make money to continue in business, and re-

tailers who waste printed matter do great harm to the publishers. Why not a movement for better circulars and better distribution? A publisher should know which dealers are faithful in this matter, and the retailer should refuse to receive or distribute circular matter not suited to his needs. The retailer suffers when poor or misguided advertising goes out over his name, for he has to meet people at the same stand year in and year out. For this reason alone he must jealously protect his local prestige.

A good advertising man would know how newspaper space could best be used by retailers, and it is up to him to tell you. If a publisher asks you to advertise his books, the request will go unheeded unless there is a possibility in it for you. If there is a good possibility, he should be willing to help you in advertising it well. I am sure the PUBLISHERS' WEEKLY would be glad to report the findings of any committee you might select to investigate the subject of local newspaper advertising.

BOOKSELLER MUST HELP THE PUBLISHER'S ADVERTISING MAN.

This should-and-would business is all very well; but there is a *must* on the retailers' side of the fence.

You *must* not take it for granted that the publisher's advertising man knows all local conditions, the details of your business, its policy, etc.—you must tell him these things when you write him for help along promotion lines. How can a man advise you correctly if he is not possessed of facts about your local conditions?

I have known of publishing houses being criticised for sending half-tone cuts when a line-cut was needed, or sending a large cut when a small one was desired, or *vice-versa*, when as a matter of fact the request simply stated that a cut for advertising purposes was desired. A fine screen half-tone will not print on the cheap paper used in newspapers, while it would be wasting a good opportunity to put a cheap line-cut on a fine stock where the half-tone might show up beautifully. So out with the details—take nothing for granted.

Gentlemen, I want to thank you for the privilege of appearing before you. It is quite likely that you have often heard before every theory—or whatever you may call it—that I have exploited to-day; but if you don't get another thing from this paper, I want you to remember this—there never has been, never will be, and never should be, any great work accomplished by any body of men without confidence and enthusiasm. If you believe in the possibilities of the book business, admit it to your brother booksellers and get on record just the minute you can. When enough of you have acknowledged a belief in the future of bookselling and shown a willingness to work, find the first doubting Thomas and "knock the stuffing out of him" as an example to other non-believers. I believe the army of

progressive booksellers will grow rapidly, and when it does—organize your forces.

Think of the farmers from thirteen colonies defeating the great English army!—loyalty, co-operation, determination, righteousness.

Think of Thomas Edison—dreams, actualities.

Think of the success of ivory soap—quality, persistent plugging.

Think of the great chain of United Cigar Stores—organization.

Think again! Will you admit the possibility of failure? Do you think business can't be increased? Let your watchwords be co-operation, determination, honesty, confidence, and enthusiasm.

Gentlemen, I think I have said about enough. If I have preached or appeared conceited in the use of the personal pronoun, please forgive me, for I assure you that it is but an enthusiastic belief in my subject, an enthusiastic belief in the possibilities of better co-operation and better advertising in the good old, world old, book business. [Applause.]

The President.—This morning, on account of the lateness of the hour, I was compelled to cut off discussion. As we adjourned there were two or three men on their feet who wished to talk about the morning papers. We have some little time this afternoon that we can devote to the discussion of any of the papers, afternoon or morning.

Mr. Macauley.—Once, when I was in Cleveland, I saw a display in Mr. Wood's bookstore of elephants, elephants of all sizes. I asked Mr. Wood or Mr. Korner, I do not remember which, what they intended to do with them. They said "sell them," and that they had sold them for \$2.50 for the smallest to \$30 for the largest one. Possibly Mr. Wood has some similar experiences that he would be willing to explain to us here, interesting for novelty, even though we did not ourselves feel equal to the task of separating people from their money for elephants. [Laughter.]

ELEPHANTS AS BUSINESS PROMOTERS.

Mr. Wood.—Gentlemen, our business is not selling elephants, but at that particular time Mr. Taft was going to appear in Cleveland. There was an opportunity for us to get some black, ebony elephants, and so we started to fill the window with the very smallest one, and so on up. He said \$30—we only had one \$30 one. We have not any special way of separating people from their money, except that we try to take advantage of the opportunities that come to us. We knew Mr. Taft was coming to Cleveland, and we got the elephants. But we did that for a purpose beyond simply selling the elephants—to get people into our store. That is what we are after all the time; to do something that will draw the people into our store and get them to ask questions.

While I am here, may I answer a question that was put to me a while ago? "How do

you manage to get people to know the books that are there? How do you get your clerks interested?" The front part of our store is stationery, just beyond are the books. When there is a book that comes out,—for instance, "The Man in Lonely Land"—we took that book down to the girls in the stationery department and told them something about it. We also told them about previous books by the same author. Then, when a customer comes in to buy stationery, while the package is being wrapped the girls make some suggestion or allusion to the book; and in eight out of every ten cases, where we have kept records, a book has been sold along with the stationery. [Applause.]

SEPARATING DEPARTMENTS TOO MUCH.

My own feeling is that we as merchants separate the departments in the store too much. The clerks that are in the front part of the store selling stationery are not told enough about the things in the rear of the store to enable them to talk about them intelligently. There is something beyond the first ten or fifteen or twenty feet of the store; you have something to sell in the rear. You want salesmen from the front door to the back.

Another method we employ (and I am saying this in answer to a question, "How do you manage to have your clerks know the books?") is in my partner's province. He reviews a great many books; and every morning the clerks are taken together in a small group around him and told what a certain book is. He tells them about this book and the books before by the same author. We give them the different reviews. In that way we endeavor to have a pretty thoroughly posted set of clerks.

Mr. Harris.—I want to inquire—I have not heard all the papers—how many of the retail booksellers have practiced asking the local high school teacher or the leading clergymen of their town to write a testimonial letter on any of the new books. I came late into the legitimate field of selling books; that is to say, I came up through a long period as a canvasser for subscription books. It seems to me that few of these papers have touched on the most important thing that subscription publishers know—the psychology of personal influence, the use of names of people known in the town as leaders of that community, to help sell their book by getting endorsements. Everyone who has seen the old subscription book prospectus knows that the most important thing in the prospectus was the back pages containing the list of names of the subscribers to that book. I believe the retail seller of books can learn many things from the subscription seller—getting the personal appeal, getting the personal endorsement on a new garden book from someone who has a fine garden in the town; getting him to write a letter, which is then published or printed in a circular.

INSTRUCTING CLERKS.

The Chairman.—Mr. Wood's suggestion is a good one—the practice in the smaller stores of getting your clerks together. I have adopted a plan in our store (where we have perhaps a little larger force, which makes it difficult to get the entire force together), immediately after making a purchase of any one line, of multigraphing a bulletin of the books purchased, giving as chatty an account as I can pick up from the traveler and from other advance notices of what the book is, and of what special methods I would like to see followed in the sale of the same. Some of our booksellers would find this very advantageous. I would like to hear some discussion here about handling circulars to the best effect. I think this is very important, for we know there is now a large amount of waste in circular matter sent out by publishers.

Mr. Grant.—No circulars go to waste with us. We use thousands right along. Some years ago we inserted a circular every month in every number of the thousands of magazines we sent out. That went on for a number of years, until the government stopped us. We never send out a package without a circular.

PUBLISHERS' CIRCULARS NOT ALWAYS USED.

Mr. Shoemaker.—I am not a bookseller, as is well known. But I am interested in this matter of circular distribution. We have had some very peculiar experiences lately in the matter of supplying circulars on one line of books in particular. We supply them freely. We notice that when we give them to the dealers for their distribution, sometimes even when

we pay half or all the postage on them, the returns are comparatively meagre. But, if we ourselves do the mailing from lists which are furnished us by the dealers with their own envelopes, the returns are many times greater. In short, I have a suspicion that in one case they are sent out and in the other they are not; but that may not be entirely true. There is, however, no doubt about the difference in the results, that when we mail the circulars the returns—even though they are mailed from the Philadelphia Post Office—are better than if they are sent out by the dealer.

Mr. Clarke.—Many circulars are not sent out properly from the publishers. I do an immense amount of this circular business. For instance, I allow no statement, no receipted bill, no catalogue that I issue, to go out unless I put in extra circulars that I have. The first handicap that I find is that the circular is too big and too long. The best circular is the one that will go into a "government 6" envelope, that goes in without folding. The folding takes time, and when you use a folded circular you reduce the possibility of a second or third circular. I will not send any circular out for any book upon which the publisher will not give me a living profit. I will not send any circular out where they can't spell my name correctly or give the correct number of my store. That reflects on my stationery and business—that I cannot spell my own name correctly. But on books that are worth it I do make a great effort to send all the circulars I can.

The Chairman.—Any other discussion? If not, we will stand adjourned until 10 o'clock to-morrow morning.

[Adjourned 4:30.]

THURSDAY MORNING—EXECUTIVE SESSION.

The Chairman.—Gentlemen, this is a family party this morning, it being the general belief that it would be better to have an executive session before the convention closes. I will call on Mr. Clarke, chairman of the Executive Committee, as I understand he has a number of questions he wishes to present.

Mr. Clarke.—We ought to take the reports serially. For example, the President's report, is there anything to be talked about in that. As to the treasurer's report, and the others, they have all been accepted and placed on file, but if there is anything in them which should be brought out, as this is a family party, we ought to talk them over frankly and fully.

The Chairman.—I think, Mr. Clarke, that all the items in the president's report were covered in your report. If I notice anything that wasn't I will call attention to it later.

MR. CLARKE REPORTS ON WORK OF EXECUTIVE COMMITTEE.

Mr. Clarke [picking up a big pile of correspondence].—Now, gentlemen, I have this thing in rather informal shape. I have an enormous number of communications here, but

I am not going to read one of them. [Applause.]

The trouble in past years has been in getting the Association crystallized in its work, as we are now. We have been unable to really discuss subjects of vital interest to our members all over the country. The communications which I show you here I have received within the past four weeks, and it has taken me about three days to put them into envelopes, after getting them sorted out. I shall not take them up in the order in which I received them, but in the order in which I have happened to put them down. A letter has come this morning which will indicate the kind of communication that we get, and it is on an interesting subject. It is from one of our old members, and from one who has for several years mentioned subjects along this same line, and I will merely read this one letter as indicative of the correspondence we are getting all the time.

[Letter read by Mr. Clarke as follows:]

DISCOUNTS TO MINISTERS.

"The question of discounts to ministers has occasionally been mentioned in previous con-

ventions, but the attitude of the Association seems to be that it is impossible to prevent the department stores from giving such discounts when they allow them on other articles of merchandise. An extension of this principle came to my attention yesterday, when I asked a customer why she had not bought of me several copies of a new net book on which I had quoted full price. She replied that she wrote to the publishers who quoted the same price, and then wrote to —, who quoted 10 per cent. discount and delivered the goods free in Mt. Vernon. The only excuse for this that I can imagine is that the lady is a teacher in a Sunday school, and — construed the order as an order from a minister. I might add that the book was published not over two months ago and is fully protected by copyright."

I will interpolate here that in Boston, the department stores have assured me, and I believe that it is absolutely so, that they eliminate from the ten per cent. discount given on other merchandise, on a running account with clergymen, the book end of it. I feel perfectly sure that that is the case in Boston, unless it is in some one store I have not had pointed out to me.

I want to say here, that I was quite a friend of the Reverend Phillips Brooks, and he frequently told me that he did not believe in a minister having any discount over anybody else. He believed in what we are all working to get, a uniform price for everybody in the community, with possibly an exception in the case of a library, and I have some little doubt even as to that now.

[Again reads from letter.]

DISCOUNTS TO MISSION BOARDS.

"The other topic which I suggest is the injustice of selling books to missionaries and mission boards at trade rates. Last year I wrote you about this, and you referred to it in your annual report, but no action was suggested by the Committee on Resolutions. An incident which happened only last week brought this subject very close home to me. One of our Sunday schools wished to buy a dozen Bibles, the publishers of which allowed discount only to the trade. The superintendent had previously bought them of me at a small discount. This time he went to a mission board connected with another church, and because he happens to have a friend who is a missionary under that board, he obtained an order for twelve books on a retail bookseller who allowed him trade discount, charging to the mission board."

As to copyrighted books, the publisher has the absolute power to prevent this cutting, and I believe that a majority of publishers are going to prevent it. They are getting back to this cut price business. There should be one price to everybody. There is no reason why a mission board or anybody else should have a discount.

[Again reads from letter.]

"The retailer in question defends himself by saying that all publishers put the mission boards on the same basis as trade, and that,

as they have allowed trade rates to this board on other things, they were bound to do so on Bibles. The result is that the Sunday school to which the Bibles were finally delivered will never again be content with an ordinary retail discount."

I'm afraid the writer is now on something which cannot be protected by the Bible trade. The Massachusetts Society is selling all Bibles at large reductions, and by careful estimate made by Mr. Carey, there could not be anything but a large deficit on their running expenses. If people want to buy finely bound Bibles, they can and should pay for them as they pay for anything else of the kind. If they want a Bible free, they can get it from the American Bible Society without the slightest trouble.

[Again reads from letter.]

"These points may not be of much interest to the Association as a whole, since only a few of us are coming into personal contact with the two evils to which I have directed your attention. Now, however, that net-price fiction, which interests most of the members to the exclusion of everything else, has become an established fact, the vexed problems of a few of us may well receive attention."

I want to say that in cases of this sort, the retail bookseller has been just as far off his trolley as some other people.

I have already said as to the Bibles, that I am not sure if there is any copyright that will make it possible to hold the price, but if it is a copyrighted Bible that is being referred to, then it can be done. The principle of this mission board business is all wrong.

VARIOUS CAUSES OF COMPLAINT.

EXCESSIVE PRICES. That is something on which people keep writing me. It seems to me, however, that this matter is settled automatically by the fact that if a publisher makes a price excessive, customer and bookseller will not buy the book. If the bookseller *does* buy it, and the customer buys it, the bookseller is better off than if the price were lower.

DELIVERY IN ADVANCE OF PUBLICATION. That is a thing I have not had much complaint of from outsiders, but I have had some myself. That is, some publisher will send a lot of books to some one bookseller, and fail to fill the orders of other men, or will supply the town in such a fashion that one-half of them have the books, and the other half have not. If that is matter which anyone wishes to discuss, go ahead.

[No one wished to discuss it.]

The next point is **PRICES IN QUANTITIES TO OTHER THAN DEALERS AND PUBLIC LIBRARIES.** That borders on this letter I have read this morning, but I think it worth discussion, if you see fit. It is, however, covered in my report by the simple fact that you have no right to give a discount except to booksellers and libraries, irrespective of quantity.

DISCOUNTS TO BOOK CLUBS.

[Reads from a letter which brings up the question of discounts to book clubs.]

A book club has absolutely no rights of dis-

count on net books. Under the old regular price there was a maximum discount of twenty-eight per cent. allowed to anybody on fiction. But a book club has absolutely no further right to discount, and there has been a diminution in the number of alleged book clubs.

In the case of alleged book clubs, there may be a few people who have never been willing to pay a profit on anything, and always want to get something for nothing. As a matter of fact, we have no right to sell to a book club at less than full net prices.

A Member.—I wish to say that that is done.

Mr. Clarke.—I know it is done, but the trouble is decreasing. Supplies have been shut off, as the result of complaint made to the publisher through the committee who received the complaint. It has not been eliminated entirely.

Mr. Dickerson.—I live in Lockport, N. Y., and I am in competition with Buffalo and Rochester. I have been getting orders from several book clubs, and have always maintained prices. Just before Christmas I quoted regular retail prices to one of these clubs—some books were all ordered, but the buyer for the club came to me and said, "We can get ten per cent. on net books." And I found out that they had been made that offer. I understood that the man who made it did it "because some one else was doing it." The order was taken away from my town.

Mr. Clarke.—You are absolutely right. Cutting has been done, and it is still being done, but it only goes to prove that it doesn't do any good simply to send in word of it, unless you can prove it. There have been one or two cases where word was sent out, or at least was sent to me, and I found out that they had not quoted on a single book that was not a year old, and that is one reason why the permanent net price has become an absolute necessity. It is perfectly easy for any bookseller who suspects cutting to construct a fake book club, and thus get his evidence in writing.

BOOK CLUB BUSINESS EXPENSIVE.

Mr. Dickerson.—When you get down to it, to sell these book clubs is about as expensive retail business as we have. They take about the whole afternoon in buying a dozen titles. There is nothing economical in such selling.

Mr. Grant.—This book club business is the most vital thing we have to contend with. It is a thing I have had hard work to handle. The book club proposition begins immediately after the opening of the schools. The teachers all over the country, almost without exception, belong to one or another book club in their town. There are many in my town, and I had a great deal of fighting to do to maintain net prices. I have lost numerous customers, not merely as members of book clubs, but as individuals.

Mr. Wilson (of New York).—We have had experience with a customer who is also an author, and who has had his books published by a man here in town. He claims he ought to have a discount on all he buys, and he

sometimes buys as many as twenty-five books at a time. I would like to ask whether he should have ten per cent., because he is an author.

DISCOUNTS TO AUTHORS.

Mr. Hackett.—I might say it is usual to supply such a man with a certain number of free copies, running from six to a dozen. Also, it is generally stipulated in his contract with the publisher that he can purchase as many more as he wishes, as long as they are to be used personally or given away, at the regular trade discount.

Mr. Wilson.—We never asked him what he was using these for, whether he was selling them or giving them away. We also have a man who sends his clerk down to the shop, and threatens, if we do not give him ten per cent., to buy his books elsewhere. We are having that trouble right along. People say: "I can get these discounts; I am getting them." Other people, library people, are having the books sent by some booksellers carriage prepaid. I know the thing to do is to find out where and how, and bring the matter up, but we do not all have time to go into these things. I would, however, like to know about this man who is an author, and claims a discount of ten per cent. where he buys twenty-five books at a time.

Mr. Clarke.—I would like to ask Mr. Hackett whether it would not be wise for the publisher to take the initiative and tell the author that it is to his disadvantage to have that discount, unless he is taking the copies for presentation. For one reason, he antagonizes the retail trade. If there is any man in the world who ought to feel kindly towards the retail book trade, it is the author, especially the successful author. The publisher might better give copies to the author for nothing, unless there is something in his contract providing that they are not to be sold for less than the stated price.

Mr. Hackett.—The author gets ten or twelve copies free, and he gets further copies free for his own use, but only if they are not for sale.

A Member.—From whom?

Mr. Hackett.—From the publisher, from the publisher of his own book.

Mr. Wilson.—How about the bookseller?

Mr. Hackett.—Obviously, there the author is not entitled to any possible discount. He has no right to discounts except in relation to his own book from his own publisher. There he is at least entitled to our discount, however.

PRICE CUTTING TO SUNDAY SCHOOLS.

Mr. Wirth (with Eaton & Mains, New York).—I came here purposely this morning to make an open confession, for I have violated not only the law, but the spirit of price-cutting. I have been with the Methodist Book Concern for a great many years. For how many I do not care to say, because you might think me too old; but it has fallen to my lot to quote prices on Sunday school libraries, which come to me from time to time not only

from the State of New York, but also from Pennsylvania and Connecticut, especially on Methodist Sunday school libraries. Up to five years ago we had sold a great many Sunday school library books. We sold some of them five dollars' worth, some of them ten, and some of them one hundred, and at all prices. But for the last five years the selling of library books to Sunday schools has very much diminished. I presume it is safe to say that recently, out of one hundred estimates furnished to schools around this territory, seventy-five per cent. I have never heard from. Even in the twenty-five per cent. remaining I would probably get a number of letters saying that my estimate had been received, but that my prices are too high.

We frequently get letters stating that the writers represent Methodist Sunday schools, and it is their purpose to be loyal to the Methodist Book Concern, but they have not got any more money than they need. They tell us that they would be glad to give us the order, but that they can buy these books cheaper elsewhere, and that under the circumstances they propose to do it. Some of them write us and tell us we are a back number [laughter]; that we want to get up to date; and that we should sell books as cheaply as they can buy them elsewhere. I have received a number of such letters during the last year. This system of price-cutting is seriously undermining the retail seller throughout the country. Where these people write to the wholesale houses here in this city, and find that they can buy books cheaper than you can sell them for in your village, the probability is that they will very seldom come into your store to make purchases. They are learning of the trade outside of the city, and one result is that they are probably buying fewer books of you.

PRICE CUTTING TO INSTITUTIONS.

I had a letter from a Methodist chaplain in this State, asking me if I did not want to bid on some books, which were to be furnished to the prison. I spoke to the manager of the house about it, and he asked me what was the use, and intimated that we would never get such an order, and that there was no use taking up my time and the time of the house with it. I got the list, however, and it was a large one, for both the men's and women's prisons. It covered biography, fiction, science, everything you could think of. Publications not only in this country, but on the other side, including medical books and everything else.

Now, just previous to receiving this, I had had two or three letters from friends of mine, asking for prices on Sunday school library orders and on our own books. I am a member of the Board of Education of Pelham, and in that capacity I had sent estimates to three houses for our school library. I got the quotations, and you would be surprised at the absurd prices which they quoted for this list. The idea of a wholesaler retailing books to a public library at practically wholesale prices. It was astonishing. [Prolonged applause.]

Then I had just received a letter from a preacher who had called me down for not treating our own denomination as well as they were treated by others on the outside.

UNDERCUTTING THE UNDERCUTTER.

Well, I thought, when I figured on this big prison order, "I'll take this bull by the horns."

I took the lowest discount on every retail book at forty per cent. off, and I took all the net novels at one dollar and thirty-five cents and put them down to one dollar and fifteen cents and to one dollar and seventeen cents, and to one dollar and twelve cents, and all such ridiculous prices, and every net book averaged eighteen per cent. off. I had a very nice letter written to this man, and I said to myself, "Now I am going to get that order." I received this reply: "I am writing to inform you that the contract for the books has been awarded to So-and-So. You were twelve dollars out of the way." [Laughter.]

I got back and I was mad, so I wrote and sent a little estimate as a decoy to this same house. I put some net books of my own house on it, and ostensibly sent it for the purpose of supplying a library to the town of Pelham. A one-dollar net book they quoted at eighty-four cents. "The Winning of Barbara Worth" they quoted at seventy-eight cents. A "United State Midshipman in the Philippines" they quoted at seventy-five cents. [Laughter.] Is there any legitimate reason why this wholesale house should retail books at wholesale prices to any public library, to any Sunday school library, or to any book club, or to advertise ten per cent off? When you go and tell them, they say "No." If you show them an item like that they will tell you it is a lie. I have had people refuse to buy books of me because they can go to any department store and get those books at ten per cent. off, and have them delivered to their homes as well. These are facts that I think ought to be taken into consideration.

UNDERCUTTING TO LIBRARIES.

Mr. Clarke.—As Mr. Cathcart's friend, T. R. would say, "This is bully." [Laughter.] This thing dovetails right in with lots of other things, and is exactly what we want. Later, we are going to take up the questions of permanent net prices and jobbers. The absence of a permanent net price is the cause of practically ninety per cent. of our troubles. There has been a diminution in the number of Sunday school libraries buying; there is ninety per cent. left; there is as much trouble as ever, and it comes largely from the jobbing houses. However, it does not come entirely from them, because I can put my fingers on certain publishing houses who are in the game to load us up with books in one direction, and stick a knife into our back in another.

I know of a case where a new library from Vermont came into the market, and I received a letter from a druggist with a long list of books, asking for prices. Two prices were asked, one for the dealer and one for the library. I made one price, as I didn't see

where he came in. I had interviewed all the publishing and jobbing houses in Boston, and found that he was not a dealer, and was not entitled to any discount. The library was entitled to the discount given, and if his services were of value to the library, let him charge them \$50 or \$100 for his services, and let the library take its course. [Applause.]

It was not very long before I received a letter from a retail bookseller in which he said that a firm in Springfield had offered the library forty per cent. on all regular books and fifteen per cent. on all net. If I am wrong, Mr. Schenck will correct me. In the meantime, this bookseller had written to all the publishers, and nearly all came down handsomely with special discounts. I wrote a letter to the retailer who undercut and also called Mr. Schenck to my aid. Mr. Schenck talked the matter over with the dealer, and the result was satisfactory. I also wrote to the dealer in question, saying that the library had been secured by a bookseller, to whom I had alluded, and that if he (the cutter) could find that that bookseller had cut the price to let me know, and I would take the same action against this bookseller. I do not care whom it hits, so long as I hold my position. Anyone who breaks prices will be reported to the publisher upon the receipt of definite information.

LEGITIMATE PRICE CUTTING ON LIBRARY BUSINESS.

There was an order the other day which Scrantom, Wetmore were able to fill because they had cut the older books, where there is no protection of price, and they had a good chance to unload a collection of older books, unprotected as to price, which had made them able to compete with the undercutting jobber, who had his taxes, overhead charges, etc.

I have had a number of letters in reference to Mr. Malkan's special offers. I answered this writer to the effect that Mr. Malkan's offer was absolutely tenable, so long as we did not have permanent net prices on all salable books. I said that in the competition he was up against (the jobbers) he was absolutely justified, and I thought he was doing good work for us—but not for himself, because there was not any money in it. Of course, I come right back to the right of the publisher to insist on adherence to prices. It was said that I had offered new copies of "The Rosary" at a discount. It was a lie! There was not a new copy in the lot, all of which had done service in my lending library at two cents a day for several months. [Applause.] Then I very naturally agreed I would not sell books from the library until a year after publication, although I had the absolute right to sell them second hand at any time.

DISCOUNTS TO LENDING LIBRARIES.

But the thing came back the other day, because the man who was the most active desired to have me do something about a certain library that formerly came to us and then to him. I found that the library in question

was supplied by a lending library in New York; and, unless the lending library was conducted by a bookseller, it was not entitled to discount, and without discount couldn't afford to break prices on current net books even if second hand.

A Member.—What library was it?

Mr. Clarke.—I understood it to be a New York concern. At any rate, it is a lending library here, and I cannot find any trace of it as being in the book business. I think I have answered our friend about the reason why we are losing library custom. Is there anything I have forgotten?

Mr. Wilson.—No, you have not forgotten anything.

Mr. Grauer.—I think we are going to protract our discussion unduly if we take up individual instances of abuses. I am sure there are many, and I want to step into the Methodist confessional, now that it is open. [Laughter.]

Mr. Wirth.—We haven't any.

DISCOUNTS TO BOOK CLUBS.

Mr. Grauer.—You will have one pretty soon. [Laughter.] I know of many instances of abuses in all parts of the country, and I think some of the abuses come from very well-meaning people. I would like to be included in that class of people. As to this question of granting special discounts to book clubs, I know of a man in Lockport, a neighbor of ours, a very good friend, and it is on that question that I come into the confessional. I want to say that we have been guilty of that monstrous crime of taking the money out of the hands of the booksellers to put bread into the mouths of their children. We have been guilty of it in Lockport, and we have been guilty of it in Buffalo, and I believe everybody in Buffalo has been guilty of it. I also believe that if every bookseller on this floor were to speak up, and speak honestly, that there would be many outside of Buffalo that would admit that they had been guilty of it. I wish to say that we have drifted unconsciously into a bad habit, and that we are going to stop it. [Applause.]

Mr. Clarke.—I think that much of this recent price-cutting has been unwittingly done. They did not intend to do it. I do not believe our people are going to do it any more. I think they have determined that they cannot do it honestly. There was a case brought up at the last convention which nearly fills one of these envelopes. It was a case of ignorance simply.

A PERMANENT SECRETARY FOR THE ASSOCIATION SUGGESTED.

Mr. Foote.—Here is a suggestion which you may think practical. There is an enormous amount of correspondence being carried on, and that is Mr. Clarke's efficient work. But sometimes it is necessary for somebody to come out on the ground and look over the situation.

If the publishers would stand by us in this matter—this is my suggestion—would it not pay us to spend some money; that is, to have

either a salaried man, or someone in the book business, upon whose judgment we could depend, and whose expenses we would pay, go and investigate all cases of illegitimate price-cutting. If we had some such representative man he would be properly accredited for to the publishers, and you can do so much more in conversation than by correspondence. You can do it in so much less time, that I offer the suggestion, as to whether it would not pay us to spend some money to get that kind of service, to aid and abet the efforts of Mr. Clarke and our Executive Committee. I think the time is coming when this organization will have to pay a man to do it. We cannot expect these good fellows to do such an immense amount of work continuously out of their own valuable time. We need vigorous and efficient action. We are getting it, of course, but the work is going to be heavier and heavier as the Association increases.

UNDERCUTTING ON LIBRARY ORDERS.

Now, as far as specific cases are concerned, there is not a man here, I believe, who does not get into competition with library orders, and we all lose them. We cannot get library orders. Practically all the library orders around Syracuse go to ——. It is because they do not have to carry a stock, and get a great number of pick-ups, and quoting a quarter off on books still make the ten per cent. We can stop it if the publishers would cut off that extra ten per cent.

Mr. Clarke.—I think your idea is right, Mr. Foote, but we have not money enough at present to put a man in the field. Your committee, the same as last year, is perfectly willing to do this. The publishers are ready to act, and they act very much more quickly after notice by an official of this Association than they will from a visit by any man who is paid by us. Every one of these things comes back to the permanent net price; and I think I have letters enough already to show that the publishers feel that they have got to come to that. We might as well say that the key to the situation to-day is a permanent net price from the publisher.

ILLEGITIMATE "BOOK" STORES.

I have a case here [picks it out] of one of those drug stores that starts in just before Christmas and buys a lot of books—most of them ninety-eight-cent books—and cleans them out in January. If I am a member of the committee this year, there will be a letter written to the leading publishing houses concerning all such concerns (if you gentlemen will send in the facts about them to the Executive Committee), and we will inform them positively that these people are not booksellers, that they do not keep stocks, and that they do cut prices.

As to the summer hotel booksellers, I have looked into that matter, as the question has been asked, and I find that they are generally men who get the full price, and so can be legitimately called booksellers. Other than them, I know of no one that should get the discount.

[Mr. Butler spoke of the cut-throat competition which some of the jobbers have to meet.]

Mr. Butler.—In connection with the library question, which the library committee has taken up, a letter has been prepared and is now in the hands of every publisher in the United States, and of every jobber, protesting against their giving the libraries twenty-five per cent. off, and also as to the publishers themselves giving forty per cent. off, and from interviews with a number of publishers I am happy to say that they declare such a custom reprehensible, and say that it should not be indulged in. So if we are just to the jobbers, as well as to ourselves, I fully believe we will be able to bring them to a realizing sense that it is a great deal better to do business with some margin of profit than to do business at a loss. So I do not think, as a convention, we ought to make a direct attack on the jobber; it is better for us to bring about amicable relations among themselves, which I think we can do.

COMPETITION IN THE JOBBING TRADE.

Mr. Clarke.—I have written personal letters to all leading jobbers asking their co-operation in maintaining proper prices to libraries. I told them of the danger to the trade's existence, that it was an unbusinesslike proposition, from their standpoint, and asked them if they would not get together and stop it, and I had no result whatever.

Mr. Butler.—One jobber has made numerous efforts, but, like ourselves, they have got to keep on fighting and working the thing out. I really think that it a wise move on the part of this convention not to express too bitter an attitude towards that branch of the business. Mr. — has expressed himself to me several times, and quite recently, that he does not want to sell books at forty per cent. off, but that he is compelled to do it, by bitter competition among the jobbers.

Mr. Clarke.—I would say that — cannot make that excuse. The W. B. Clarke Company are receiving constant notices of offers from — to libraries of better discounts. I mention that, because there is a direct effort now by — to get a certain library business in the Middle West that I have always had. I did not make any effort to get it, yet they are trying to get it after they have been told by the library that they do not care to change. If they are doing that in this case, how much are they doing it in your territory? It has been intimated to me that they have now also got into the New England territory.

The Chairman.—This is an important subject, but there should not be bitterness because of it. We have troubles as booksellers, and it has taken years to work some of them out. No doubt our jobbers have their problems to meet. [He referred to the possibility of getting co-operation among the jobbing houses.]

Mr. Mills.—If a person comes into our store, I find it just as easy to get the retail price as to cut the price. We treat everybody that comes in on the retail price basis. Sunday schools who buy ten copies or over also get fifteen per cent. off. Some houses give twenty-five per cent.

[Other members quoted instances of unfair competition from various jobbing houses.]

Mr. Clarke.—On the suggestion of the president, we will go on to one subject that has come up a great deal, and that is net prices on juvenile books. The matter crystallizes itself into the simple fact that if adult fiction could not pay a profit on the old conditions of discount, how can juveniles, when the life of the juvenile is shorter than that of ordinary fiction?

[There was some little discussion.]

The Chairman.—It is suggested we take up the resolutions.

REPORT OF THE COMMITTEE ON RESOLUTIONS

Mr. Butler.—I want to say, gentlemen, that this was done in spite of "The Garden of Allah." [Laughter.] Likewise, your committee missed a great deal of the pleasure of yesterday afternoon. Mr. President and Gentlemen, the Committee on Resolutions deplores the fact that in making appointments to this committee, the president failed to include a humorist, and consequently that feature of the report is necessarily lacking. [Laughter.]

The committee desires first to congratulate the president on the unity of spirit of purpose manifested during the year. The forming of local associations has done much toward this end. We also wish to express our appreciation of the loyal and efficient service rendered by members of the committees during the year, and to express our satisfaction with the large and representative attendance during the convention, and the deep interest manifested in the matters presented, and to congratulate the convention on the papers presented, indicating an unusual degree of careful preparation, and containing many valuable ideas, which we unhesitatingly endorse for immediate action. Especially do we desire to express our appreciation of the genial spirit of the presiding officer, Mr. Cathcart, who has so ably directed the proceedings of the convention in the absence of Mr. Butler. [Applause.] This other Mr. Butler, by the way, is a bookseller, and yet he side-stepped this convention by going to Europe. How he does it, I don't know. [Laughter.]

Your Committee on Resolutions submit the following for your consideration, and regret that the rest of the time allotted to the committee for taking up important matters that come before it is hardly sufficient for proper and careful consideration of the results which express the sentiment of the Association.

[The resolutions read in full at this point by Mr. Butler are as follows. They are reprinted here, however, in their finally amended form:]

TEXT OF RESOLUTIONS.

That, whereas, The time allotted your committee to take up the important matters which come before them is not sufficient for a proper and careful consideration of the resolutions expressing the sentiment of the Association, therefore,

Be it resolved, That in future the Committee on Resolutions shall be appointed at the close of each convention as a standing committee, who shall carefully consider all important matters, and formulate

same in the shape of resolutions, which shall be presented to the convention of the year following for their consideration and adoption:

Resolved, That the American Booksellers' Association express to the American Library Association their appreciation of the progress made and the work accomplished through their respective committees, and the hope that the differences existing between the Associations may be speedily adjusted to their mutual satisfaction;

Resolved, That we view with pleasure and satisfaction the growing spirit of co-operation between publishers and booksellers, and the manifest desire of many publishers to meet the requests of the American Booksellers' Association for a discount sufficient to insure a fair profit in the retailing of books; and, that in view of this, we urge upon all booksellers, as a duty to themselves and to the publishers, to liberally stock and use every effort to push the sale of so-called "serious books."

Resolved, That we again express our firm conviction as to the advisability of making the prices of juvenile books *net*. The feasibility of so doing has been fully proven in net fiction and in the success of many juveniles which have been published *net*.

Resolved, That we believe all books known as popular "copyrights" or "reprints" should be listed at net prices, and we would request the publishers of such books to take action along these lines. We would also suggest that such publishers send to the members of this Association a list of all books they are going to publish in their "reprints" at least three months prior to publication, so that the stock can be regulated without loss to the dealers.

Resolved, That we urge all booksellers, in advertising their books, by whatsoever method adopted, that the amount of postage required shall be added to the net price.

Resolved, That in view of the tendency evidenced by several publishers, of which we heartily approve, in making their entire list on a *net* basis, we believe it is absolutely imperative that the net price be maintained during the life of each book.

Resolved, That we again condemn the actions of such jobbers as have entered into unfair competition with the booksellers, by giving away the extra discounts allowed them by publishers for the purpose of serving the smaller trade, and also such publishers as solicit other trade than that of booksellers and give it the same discounts as the booksellers, thus coming into direct competition with them.

Resolved, That we would respectfully request publishers and jobbers to carefully consider the letter recently sent them by this Association, referring to matters of great importance to all alike, and we trust that it will be treated in a spirit broad enough to result in the elimination of many existing difficulties in the trade, to the advantage of all concerned.

Whereas, The proposed change in the patent law making impossible fixed prices will greatly damage the merchants of this country; and,

Whereas, Whatever does harm to our merchants does harm to our country,

Now, therefore, be it resolved, That the American Booksellers' Association of the United States, in convention assembled, looks with much disfavor and fear upon the proposed change in the patent law, especially price maintenance, and urgently requests that Congress eliminate such features from the bills; and, further,

Resolved, That a copy of these resolutions be sent to the committee having the bills in charge.

[The first four resolutions were separately moved and carried unanimously after short discussion.]

Mr. Butler.—The next resolution is as to reprints, net reprints.

NET REPRINTS.

Mr. Kidd.—I would like to add to that resolution a clause putting a time limit of at least three years on reprints. I think it would help the reprint houses, and certainly it would help the publishers who are issuing these books, along the line that Mr. Everett mentioned in his paper yesterday, namely, of reducing the output. If the publishers could not get rid of their product through the re-

print houses, it would tend to stop them from putting out so many inferior and mediocre books. If we could keep these reprints from coming out under three years it would eliminate a great many undesirable volumes, and certainly help towards reducing the enormous list of reprints coming out every year. It is almost impossible now for the average dealer to carry every title, and those that are issued would be more salable if the output could be reduced. I move that such a clause be included with the recommendation.

Mr. Schenck.—Inasmuch as this resolution is particularly directed to publishers of popular copyrights, or reprints, would it not be better to incorporate the motion which Mr. Kidd makes in the later resolution, which relates more particularly to publishers who would control the sale of books which are reissued as reprints?

The Chairman.—I will put that question to the chairman of the Committee on Resolutions.

Mr. Butler.—I think that would be better.

REPRINT TIME LIMIT OBJECTED TO.

Mr. Clarke.—I do not think this the time to put on that time limit. I object to it for two reasons. First, that it is not for us to say; and, secondly, that if any man has an overstock he can, by arrangement with the publishers, either return it or be allowed for it. It is not for us to say whether the publisher ceases to find a ready sale for a book in one, or two, or five years. He can throw it on the market at any time, if he pleases, and we cannot say whether he shall do it in one, two or three years. As to that resolution which we passed two years ago, it has never been observed. We have always broken the prices at the end of one year. We have nothing to do with the question of how long the publisher shall withhold a novel from the reprint publishers.

Mr. Kidd.—What we want is to get a smaller quantity and a better quality of fifty-cent books. I think it will help sell the new net books, because the quality will be improved. I think it will help to sell the fifty-cent book ultimately, and specially it will go towards reducing the tremendous supply of poor fiction.

Mr. Hutchinson (of New Bedford).—I hope this amendment will not pass. It is a very easy matter for us to buy only the best books, and I think that is the surer method.

Mr. Kidd.—If we were all prophets, that would be possible; but we are not.

Mr. Clarke.—I think we all can recognize the "plugs," and that the way to take care of overstock is by a more careful examination. We can then see whether, if it is junk, the publishers will take it back.

Mr. Kidd.—We want a three-years' time limit on the republishing of popular fiction in all reprint lines. If we can get that, or get some move towards it, it will be a great help. It cannot help but reduce the oversupply, as I said before, both of new books and fifty-cent books. It will reduce the quantity of the latter, which is about 1500 titles now, to pos-

sibly 600 or 700 active ones—which would be a great deal better for everybody concerned. I do not see how this question has anything to do with Mr. Clarke's question of selling "plugs." Those are up to every man to dispose of in the proper way, but it is our business to see that the quality of fiction is improved and the quantity decreased. Many publishers depend entirely upon the sale of their reprint books for profit. As long as they know they can put it over with inferior books, they do not pay much attention to quality. Very few of them observe the two-year rule, and if we made it three I do not see where it would affect the sale of the oversupply we have already.

Mr. Schenck.—I still think this point could be more properly incorporated in the later resolution, which is directed at the regular publishers, rather than at the publishers of reprints. I would like to see Mr. Kidd postpone his motion.

Mr. Kidd.—I will do that.

[The motion on the resolution was put at this point and carried unanimously.]

"POSTAGE EXTRA."

Mr. Butler.—The next resolution is one recommending all publishers to add postage to the books, no matter how sent.

Mr. Herr (of Lancaster, Pa.).—That is simply from the publisher's standpoint?

The Chairman.—Yes, sir.

Mr. Herr.—How about dealers?

Mr. Clarke.—That is a very strong point.

Mr. Herr.—I know I am going to disagree with some gentlemen whose opinions I respect very highly. On the other hand, I believe many think as I do. I believe that in insisting upon postage being added to net books we are simply getting into the condition in the selling of books that existed under the old \$1.50 list system. As a matter of fact, I believe it is practically impossible to get 50 per cent. of the trade or more to the position where they will add postage to net books. The mail-order trade will not do it, and I believe that a large part of the department-store trade, owing in large measure to fixed policies, are not in a position to ask for delivery charges additional on net books. This rule, therefore, places the bookseller, who is a member of this Association, and who wants to live up in full to its ideals, in a rather anomalous position. If he advertises his books with postage additional, he will get no direct mail business, because he cannot compete with the mail-order houses that are selling outside. If he does not add the postage, then they can point the finger of scorn at such an individual (who may perhaps have been active in the work of this Association) and say: "There is one of your own members who is doing exactly what you condemn." Personally, I feel it would be better not to have a resolution insisting on postage additional. I have gone over it with Mr. Clarke, and know he disagrees with me, but I feel I must express at this time my personal conviction.

GENERAL AGREEMENT ON "POSTAGE EXTRA" POINT.

Mr. Clarke.—I am glad Mr. Herr brought that up. Mr. Herr is in error in one particular. Some of the big supply companies did comply with the rule made by the publishers of certain books in this country that they should catalogue them "postage extra." There is misunderstanding by a great many people on this question of delivery. The question arises as to the delivery of books when sent by express or on parcel receipt. You were asked to do that, because the department stores, aided and abetted by certain booksellers, will deliver at long range at the advertised price. Yet, if you do not add the postage, the whole cost of the book wipes out the profit, and you have nothing left.

I found a most marvellous and extraordinary condition of affairs in reference to the publishers. I do not think it was intentional, but it certainly was a very overt act on the part of the publishers. I found, to my surprise, I had been sending out postcards announcing books, and the postage had not been put on the cards, which were made out by the publishers. I found that my neighbors in the business were putting into their catalogues a book like "Queed," and were not putting in the postage. I had a long correspondence with the publishers, and I found that in many of the catalogues there was no mention of postage. I found that Little, Brown & Company advertised in their circular matter "postage extra," but did not in their general advertisements. Then I looked on my counter and found that 99 per cent. of the books were marked so much net, with no reference to postage. There we were in the position of having two prices, right from the publishers in their own advertising matter. Very nearly all of them came down. I said there was no objection whatever to putting the net price on the inside of the wrapper; that is, net, so much—that the public had gotten used to the price, and that if they were making a gift it did not make any difference.

PUBLISHERS GENERALLY CAREFUL.

The situation has gotten to the point that many of the publishers will in future, wherever they put the price on books, add the postage. They have perfect confidence in this committee, and I think it would be a mistake to throw over at the present time all the work that has been done. Every book we sell and pay postage on is sold at a loss; and we are not in business to increase that loss. I shall feel very much disappointed if we do not insist on the publishers giving it, and they stand ready to do it—giving the net price, postage extra. Scribner's is a house that has been careful about it; they say, "postage additional."

A Member.—I move we adopt the original resolution as read.

[Motion carried unanimously.]

"ALL BOOKS NET."

Mr. Butler.—The next resolution is one expressing our hearty approval of the publishers

making the entire list net, and further stating that it is absolutely imperative that the net price be maintained during the life of each book, and that under no circumstances shall the price be cut within a period of two years from the date of publication of each book.

Mr. Clarke.—I would like to object to the two-year limit. I do not believe that it is necessary to have it in there, and I think it is detrimental to our interest. If a publisher's book is "plugged," he will make the limit himself.

A Member.—Occasionally a book is published, such as Stanley's "Autobiography." The price on that was prohibitive; and in such cases the publisher ought to be allowed to correct it in some way.

Mr. Clarke.—That was the case; that book was hardly touched by the trade originally.

A Member.—How about the publisher who gave a better edition to the agent at a lower price, and an inferior edition to the book-trade?

WHO SHALL DETERMINE "PLUGS"?

Mr. Clarke.—I believe the publisher should have the sole right to say when he shall make a book a job, or get rid of it. There may be many books on which we do not want the two-year limit. How much money did we ever make on "Ben-Hur?" We have lost money on every copy we have ever sold. It is for the publisher to say how long a book shall remain permanently net. As long as there is a sale, the bookseller does not want the publisher underselling him to a library.

Mr. Keating.—As I understand the first part of the resolutions, it implies that the net price shall be maintained on all books during the life of the book, but that under no condition shall any book be cut from that price under a period of two years. If "Ben Hur," as a live book, had been published net, it would continue net, but in any event the resolution prevents any cut on "Ben Hur" within that two-year limit.

Mr. Clarke.—If the publisher has a "plug," and we have it on our hands, we want to get rid of it by consent of the publisher; and when a publisher gets a "plug" he drops it from his list.

A Member.—Shall the publisher notify the bookseller as to that limit?

THE TWO-YEAR LIMIT.

Mr. Clarke.—That is a matter of detail that can be carried out later. I move that that reference to the two-year limit be eliminated.

The Chairman.—It is moved and seconded that that clause as to the two-year limit be cut out.

Mr. Foote.—I would like to hear more definitely from Mr. Clarke.

Mr. Clarke.—If a book is salable with a publisher, he will exchange it; if not, he will junk it.

Mr. Butler.—In this letter that the library committee has sent out to publishers, jobbers and others, we have assumed that books once net are always net. That raises the point as

to getting rid of certain stock. Briefly stated, it is this—that the difficulty in disposing of this stock could undoubtedly be solved to the satisfaction of all. That means that when it comes up we could solve it ourselves amicably and under proper business methods.

[The resolution was read again at this point, with the clause omitted.]

Mr. Butler.—That means that the publisher should not reduce his price, and likewise it applies to the bookseller too. It holds both the publisher and the bookseller.

A Member.—That would cover rebinds and all?

Mr. Butler.—Mr. Kidd's motion will come in there.

Mr. Keating.—As I understand the resolution, it would prevent some of the department stores from taking, for instance, the Kipling books, and giving them the ten per cent. off. It would hold them all for two years at least, after those books had been established on the net basis.

Mr. Kidd.—I think Mr. Keating's idea is very good, and I think that is a point Mr. Clarke probably has overlooked, the department store competition, which Mr. Keating knows all about. Some department stores sell the leather Kipling for \$1.25 or \$1.35. As that is a very large item in most bookstores, I think that is a thing to be considered.

Mr. Clarke.—As I understand it, the publishers can take their own time. The competition of department stores is not great. I do not know why we should want to bother about the one item of Kipling.

HOW ARE BOOKSELLERS TO BE ADVISED OF "PLUGS"?

Mr. Schenck.—There is one other item in reference to this resolution. How are we dealers going to know when the publisher has decided that the life of a book is extinct? Mr. Clarke contends certain resolutions should be carried, in order that we may dispose of defunct stock. If we are going to leave it to the judgment of the publisher, where it should be left, how are we going to know that the publisher has so determined? Because, if we adopt this resolution—and I believe it should be adopted, possibly with some modifications—if we adopt this resolution, we do not reserve the right to determine when the stock of this defunct book should be placed on the bargain counter. We make no provision for due notification from the publisher, so that we may have authority to dispose of that book as we see fit.

The Chairman.—In thinking of this, just carry your minds back to your own stores, and look at those little piles of books brought out this year, which have not yet been sold. How much would they be worth two years hence?

Mr. Butler.—Why do you bring up such painful memories. [Laughter.]

The Chairman.—Because your action of today may affect your memories, and make them more painful if you are not careful. I can see two sides to this, and I think—if you will

allow the chair to speak, without stepping down on the floor—I think that Mr. Clarke has visions of very painful experience in the future.

[The motion to eliminate from the resolution the clause referring to the "two-year limit" was put and carried at this point.]

Mr. Schenck.—I move an amendment to the resolution as amended. Namely, when the publisher has determined that the life of a book is extinct, he notify the trade to that effect.

A Member.—I second that motion.

The Chairman.—You have heard the amendment. Do you wish to speak on it?

Mr. Clarke.—I have had a long discussion since I have been here with a large publishing house which is considering doing exactly that thing we are asking for.

NOTIFICATION WOULD PLACE A BIG BURDEN ON PUBLISHER.

Mr. Melcher.—If you glance over the list of any of the so-called large publishers and think of the items that he may have to take action on in a year in that way, it will seem an impossible detail to inflict on him, in order to notify the 2020 book dealers who are on his accounts. That list would be a large one, and the value of it—while it would be valuable—would be comparatively so small that I think we ought to hesitate before we add this recommendation to the other more vital ones which we are sending to our collaborative publishers.

Mr. Mason.—Why could not the advertising man publish a notice?

A Member.—Is there a publisher so guileless as to admit that any book of his is lifeless? I have never seen one. I think if you incorporated in the PUBLISHERS' WEEKLY a list of the books that are "about to die," it would be all right. [Laughter.]

Mr. Schenck.—Mr. Chairman, I appreciate the inconsistency of my motion, but it seemed to me very consistent in connection with the resolution which we have made, for this reason: We say that we adopt this resolution for the purpose of protecting ourselves, and so that no one can cut the price of a book except at the proper time. If we say that the life of a book is going to be determined by the individual dealer, we open the way for all kinds of cutting. A book may be dead in Springfield when it is mighty lively in New York. That is the reason I suggested it.

A Member.—Everything is lively in New York. [Laughter.]

Mr. Schenck.—Pardon me; I should have suggested Philadelphia. [Laughter.]

BOOKSELLERS KNOW WHICH STOCK IS SALABLE.

Mr. Jacobs.—It seems to me the people vitally interested in this are the booksellers; they ought to know what stock they have on hand is not salable. If some provision was incorporated there to the effect that a list of such unsalable stock as the bookseller may have on hand be submitted to the publisher, and if he is not willing to take the stock off the bookseller's hands, he

be permitted to "remainder it off," that would cover the ground. Each bookseller ought to be, so to speak, a law to himself, instead of, as Mr. Melcher said, requiring the publishers of the country to notify all the booksellers in the country as to any proposed change in price. It seems to me the question can be solved easily by the bookseller himself.

The Chairman.—Do you wish to amend the amendment to that effect?

Mr. Seaman.—Well, I would like to raise a point: If you affirmatively believe in that, I would like to send a messenger down to the store at once and have a list made up, but I think it is rather a hardship on the publisher. I think it would be very embarrassing for him if all the booksellers were notified to make up lists of their overstock and send them in. What could the publisher do? He could not begin to take it all back.

Mr. Jacobs.—I mean this: that every bookseller knows when a book is unsalable; he knows when it gets to that point. Now, if he wants to cut that book, and he notifies the publisher that he wants to do so, and the publisher says, "No, I don't want the price of that book reduced; I will protect you; you send me in what you have on hand," why that relieves the bookseller.

A Member.—Where are the rest of the booksellers in that case? How would they be notified?

Mr. Schenck.—If they had similar lists they could send them to the publisher, and see whether he is willing to protect the books.

Mr. Clarke.—That is just what we have done here; we have said, "Send in your list, and get that permission." This is an awful big lion that doesn't exist.

A Member.—Question.

The Chairman.—The question is called for. We are voting on the amendment to the resolution.

A Member.—What is the amendment?

The Chairman.—The amendment is that the publishers should notify the dealers when they consider the book is dead.

Mr. Schenck.—Mr. Chairman, I will withdraw that amendment, as I understand it was not seconded.

The Chairman.—It was seconded.

A Member.—I withdraw the second.

The Chairman.—The motion is withdrawn. Now, are you ready for the question on the original motion?

A Member.—Question.

The Chairman.—I will have that read, so you will all understand what it is.

[The secretary here read the original motion. It was carried.]

WHAT IS THE LIFE OF A BOOK?

Mr. Keating.—Could not that be supplemented by an additional motion such as Mr. Jacobs suggested? Some other resolution to supplement that? It is incomplete. What is the life of a book?

Mr. Jacobs.—Mr. Keating, that is all settled by the publisher's own knowledge of whether he has a demand for the book, or has not.

That would take care of it. When the life of a book is extinct, the bookseller before cutting the price should communicate with the publisher.

Mr. Clarke.—I think we ought to suggest that to the bookseller as the way out.

The Chairman.—The chair is willing to entertain any motion; but if there is none, we will proceed to the last resolution.

A Member.—I move a resolution in line with Mr. Jacobs' suggestion.

Mr. Butler.—Make a motion for the new resolution along the lines you indicated.

Mr. Clarke.—I move we take up the next resolution while this is being prepared. Does Mr. Jacobs make his motion as publisher or retailer?

Mr. Jacobs.—As retailer; that is all I am here for.

The Chairman.—Mr. Jacobs, will you make the motion?

Mr. Jacobs.—Do I understand you want a definition of what the life of a book is?

The Chairman.—We want all that incorporated in the resolution.

BOOKSELLER CANNOT CUT OF HIS OWN FREE WILL.

Mr. Jacobs.—My thought is, that in determining this question as to the life of a book, as to when it shall be cut, the bookseller, before cutting, shall communicate with the publisher.

Mr. Clarke.—He has got to.

Mr. Jacobs.—I know, but what I wanted was not to leave it indefinite. This resolution is not sufficiently specific.

Mr. Clarke.—It seems to me that that is a thing that is not worth putting into these resolutions now. There would be no trouble whatever about the bookseller, under the present conditions of the booktrade, notifying the publisher when he has got some stock that he has held a year and has not sold.

The Chairman.—Now, gentlemen, if you want to have a resolution prepared so we can discuss it do so. We must pass on to the next item.

Mr. Jacobs.—I really don't care to figure as presenting that resolution. I would prefer somebody to make a motion that the resolution committee prepare a resolution to cover the point.

Mr. Butler.—When it is determined by a bookseller that he desires to cut on any one book, he shall notify the publisher of the book and must have the publisher's consent to do so.

Mr. Clarke.—I move the entire matter be left to the incoming committee on resolutions.

A Member.—I second the motion.

Mr. Butler.—I am opposed to that. It is passing a dog without a tail. I think this is a complement to that other motion, and Mr. Jacobs' point of view is entirely correct. He takes the view of the individual bookseller, and says that he has a hard and unique position. He has a book that is dead to him and alive all over the rest of the country, and he wants to know what to do with it. If the publisher allows him to return his overstock,

and ninety-nine other retailers do the same, Mr. Publisher will soon put that book in the graveyard.

Mr. Butler.—I think we might well say, "God help the publisher." [Laughter.] If he continues to take in all these books, where will he be?

WOULD THE PUBLISHER "PROTECT" DEAD STOCK?

Mr. Jacobs.—I want to ask if a bookseller wrote the publishers and said he had an overstock of certain books, and the books were alive with them, would they take them off his hands?

A Member.—The reason that I favor Mr. Butler's motion is this: that in this resolution just adopted it is stated that the net price "should be maintained during the life of the book." Who, as I said before, is to determine when that book is dead?

Mr. Clarke.—The publisher.

A Member.—If Mr. Melcher, for instance, finds a book in his stock is dead, and he cuts the price on it—

Mr. Clarke.—He can't do it. He is held to the rate of the publisher.

A Member.—For how long?

Mr. Clarke.—For the life of the book with the publisher, which means so long as he has a demand for it in any part of the country. That is a right he has and a right we cannot take away from him, and a right that ought to be held secure to him.

A Member.—Then Mr. Melcher is wrong if he contends that he has a right to cut that book?

Mr. Melcher.—Yes, I am wrong.

The Chairman.—Are you ready for the question on the original resolution as amended?

A Member.—Question.

Mr. Clarke.—Would it not be better to say, "any total" than "any one book"? He may have five books.

The Chairman.—I think the mover and second will accept that change.

A Member.—Suppose I should write to you regarding a book of that character, and you say, "Yes, you can cut it," where are the rest of the booksellers on that book? If they have only one copy they would have to sell it at my price? Wouldn't my price make them?

Mr. Melcher.—Not necessarily.

A Member.—Then I am afraid we might get all kinds of prices.

The Chairman.—Are you ready for the question, gentlemen?

A Member.—Question.

[The motion was carried.]

The Chairman.—Proceed to the next resolution.

COMPETITION WITH JOBBERS.

Mr. Butler.—Here is our old friend up again. I don't know that I need say anything further about it; it is your friends, the jobber:

[Mr. Butler then read the resolution respecting jobbers, as follows:] "We again condemn the actions of such jobbers as have entered into unfair competition with the bookseller

by giving away the extra discount allowed them by publishers, for the purpose of serving a smaller trade, and also such publishers as solicit other trade than that of booksellers, giving them the same discount as the booksellers, and thus coming into direct competition with them."

[The resolution was approved.]

RELATIONS WITH LIBRARIES.

The Chairman.—Proceed to the next resolution.

Mr. Butler [reading].—"Resolved, That publishers and jobbers should give careful consideration to the letter which your library committee sent out to the publishers." I don't know whether you gentlemen are familiar with it or not, but it is here if you care to hear it.

Mr. Clarke.—It has been here all through the session.

[The resolution was approved.]

The Chairman.—The next resolution.

The Secretary [reading].—"We would respectfully request the publishers and jobbers to consider carefully the letter recently sent them by this Association, referring to matters of great importance to all alike, and we trust that it will be treated in a broad sense, broad enough to result in elimination of many existing difficulties in the trade, to the great advantage of all concerned."

[The resolution was approved.]

ATTACK ON PATENT PROTECTION.

The Secretary.—The next one is about action to be taken at Washington regarding the attack on patents and maintenance of prices.

[Approval of this resolution was moved and seconded.]

Mr. Clarke.—I wish to speak to that. This is a question of far more reaching importance than I think even Mr. Butler recognizes. There is, as you all know, an effort being made all over the country to eliminate the rights of the holder of a patent right, trade-mark or copyright.

There is at present an instance which will apply to us as stationers. A leading college of this country has a co-operative society. The politico-economic professors of that college have devised a scheme whereby they are trying to get that co-operative society to act for them as an agent, simply paying its people a salary, without any charging of goods to them whatever; yet those goods (a lead pencil, for example) are to be furnished to all the patrons or members of that co-operative society at prices lower than you gentlemen can buy at.

The only thing we can do is to ignore stuff not protected by patent, and do all that we know how to make it possible for the owner of a patent right or copyright, or trade-mark, to have his rights during the existence of these things. You see how far-reaching this agitation is. It hits not only us as booksellers, but as stationers, on stuff that cannot be protected, and stuff that can be protected and is not, and is a very serious menace. I mention this because it was brought to me as a

member of the Executive Board of the Association of Stationers, of Boston, and we took very decided action on it. It must be impressed on the mind of very merchant in this country that he has got to stand back of this resolution which we are voting for, for his own benefit as well as the publishers'.

The Chairman.—I am very glad Mr. Clarke made his explanation. This is a very important matter.

Mr. Powell.—I would suggest, in addition, that each of us write our individual members of Congress a personal letter. Perhaps most of you have done that, but if you have not, a personal letter, asking them to give their attention to our resolution, might be effective.

Mr. Herr.—I don't know that it has got to go in before we adopt this resolution, but I would like to add, either as an amendment to the resolution or as a separate motion, that power be given to the president and executive committee of this organization to do such work as may be necessary with the committee of Congress having the bill in charge.

Mr. Clarke.—I will say that I have in a fashion taken the bull by the horns. I wrote as the chairman of the Executive Committee and the Committee on the Relation of Publishers the minute I saw that document.

[The resolution was approved.]

The Chairman.—Does anybody wish to add any resolutions to the resolutions adopted?

THE REPRINT SITUATION.

Mr. Kidd.—I have one. In regard to the fifty-cent situation, I would move the following resolution, that, in view of the large oversupply and increasing mediocrity of fiction, the publishers be requested to make a time limit of three years on the sale of popular fiction to the reprint houses, thereby reducing the quantity and improving the quality, thus helping the movement for fewer and better books.

The Chairman.—Gentlemen, we owe this to Mr. Kidd. He withdrew his motion in order to take it up later, and in our active discussion we overlooked the matter.

A Member.—I second the motion.

Mr. Clarke.—I only wish to ask one thing. Do you mean by that resolution—it may be something in the wording that I did not understand—do you mean that they would not have a rebind in three years?

Mr. Kidd.—Yes.

Mr. Clarke.—I agree to that, that they shall not have a rebind under three years.

Mr. Kidd.—This has nothing to do with your "plugged" stock; absolutely nothing.

Mr. Clarke.—All right, but I think the wording of it is a little ambiguous, because you say not to make a reprint under three years.

THREE YEAR LIMIT ON REPRINTS.

The Chairman.—I understand the motion is that the publisher shall not bring out a book in the rebind edition under three years from the time it was originally issued.

Mr. Hackett.—I think you are not well advised in making such recommendations to the publishers, because I am convinced that it

will work such great hardship that they cannot entertain it. While it is true that a certain number of books are put into reprint form within an unreasonable time, yet, on the other hand, books that would have had a good sale within one year or two years are forgotten in three years. I do not think your motion can be entertained by the publishers. I do not think your recommendation feasible, as they are conducting their business to-day, and therefore I think it is a mistake to make it.

Mr. Kidd.—I think Mr. Everett's attitude was that Doubleday, Page & Company are to publish fewer and better books; but the issuing of reprints a year or eight months or nine months after, or two years after the book is published, is certainly short-sighted. In the end, the publisher and retailer and everybody concerned would be benefited by a three-year limit, and the public at large as well by having a better quality.

Mr. Hackett.—As I understand it, the two-year restriction is supposed to be in force at present.

Mr. Clarke.—I don't think there is any two-year restriction.

Mr. Hackett.—Well, the recommendation was passed that it should be two years at least. That recommendation was not wanted, and the reason it has not been observed is that it is an uneconomical restriction and an unfair one. In our relations with publishers, which are tending to be reasonable, and so fair on both sides, I think we ought to ask nothing of them that is unreasonable, and this thing, I am sure, is unreasonable.

Supposing a publisher brings out a book, and within a year the book meets a sale of thirty thousand copies or so. He may expect a sale of twenty thousand at least in reprint form, and it is absolutely unreasonable to ask him to hold up that sale for a year. The reprint publishers to-day are very good merchants. They are not necessarily buying books at the end of eight months or nine months unless they think they can sell them. I don't think the motion is effective or feasible. I don't think it will work. I think it will embarrass the relations with publishers to make such a motion. After all, you hold the remedy in your own hand. You don't buy reprints of books published within a year unless you think there is a fair chance to make a sale.

[A motion to lay the resolution on the table was carried.]

EXTRA COPIES OF CONVENTION REPORT.

Mr. Foote.—The papers before this convention have been so excellent that I would like sufficient copies of the convention report to give one to every one of my clerks. I don't know how many copies the committee will print, but if there is a large demand for them I would like to know it, and I would suggest a motion that the secretary send a postal card and ask each member of the Association how many copies he would like, so as to get a gauge on how many to print.

Mr. Clarke.—May I have the courtesy of an opportunity of expressing to the maker of that last resolution my reason for moving that it be laid on the table? Little, Brown & Company and Scribner's publish their own rebinds. If they have a new book coming along by John Fox, they consider it the biggest sort of asset for Mr. Fox to bring out one of his old books in the fifty-cent edition. They consider the new book a good advertisement to the people not able to buy the later books, and thereby make the new book help the sale of the old books.

That suggestion of Mr. Foote's is a very good one. I hope the Committee on Resolutions will give their attention to that.

Mr. Herr.—If the secretary sends out a postal card to each member of the Association (including the several hundred who never pay their dues) [laughter], we will get a demand for an immense quantity of these reports, which will never be used, but will be fired in the paper basket. I think it should come from the other end, that every member of the Association write to the secretary. Notice of this can be given in the PUBLISHERS' WEEKLY.

A Member.—It is a custom in our store, when a report of the convention comes in, to pass it from one clerk to another. These proceedings are expensive. If we all had sufficient copies to give one to each member of our force it would incur a considerable expense, an expense that seems to be unnecessary. Let us have all that we need, but not a great many more than we need.

EXTRA COPIES OF SPEECHES SEPARATELY.

The Secretary.—How would this plan do: to print an edition of the speeches separate from the general proceedings? That may be done more cheaply, and from the same plates. Mr. Rider, of the PUBLISHERS' WEEKLY, can tell us if they cannot arrange to run off, in pamphlet form, say, the speeches, all the speeches, but in separate form. I suggest that the Committee be asked to enter into arrangements with the PUBLISHERS' WEEKLY looking to this end.

Mr. Kidd.—Will not this report be published in the PUBLISHERS' WEEKLY, anyway? I do not see why this committee should be put to this expense. Let members send to the PUBLISHERS' WEEKLY for extra copies.

The Chairman.—Personally, I would be very glad to buy enough copies for all of our clerks, because I think we would get the money back very soon.

A Member.—Would it be necessary for the secretary to notify the PUBLISHERS' WEEKLY that there would be an extra demand?

Mr. Herr.—The report of this convention, in whatever shape it may be, either in the PUBLISHERS' WEEKLY or in the formal report, would be mighty good missionary work, educational work, advertising, if you please, for the Association, if it got into the hands of every bookseller, two thousand, or whatever the number is. I believe this Association has

sufficient funds to see that the report be sent to every one of these booksellers, whether they are on our books or not.

Mr. Jacobs.—I think we are arguing all around the question now. The PUBLISHERS' WEEKLY is going to print all this; they know that we as booksellers are all interested in it; and they have enough business acumen to know if we are interested they will solicit our business, and I am confident when I get home I will get a postal card asking how many copies I want, and I will write in and get them. I do not think any resolution is necessary.

A Member.—I will withdraw the suggestion. My point was that every clerk would be more apt to read the papers if they got a copy of the report of their own at their homes.

The Chairman.—Gentlemen, are there any other resolutions to be adopted.

Mr. Higgins.—I would like to move that all mail orders received by publishers from others not booksellers be referred to booksellers.

A Member.—Mr. President, have we made proper recognition of the entertainment we received at Harper's the other day?

The Chairman.—No. There is no second to the last motion.

Mr. Melcher.—I second it.

The President.—It is moved and seconded that all publishers who receive orders from people not dealers shall refer such orders to the local dealers.

Mr. Jacobs.—Mr. President, I don't see how we can pass that resolution.

[The motion was lost.]

VOTE OF THANKS FOR COURTESIES.

The Chairman.—Gentlemen, we are indebted to a number of firms for souvenirs for the banquet to-night. We are also indebted to Messrs. Harper & Brothers for their delightful entertainment at their plant the other afternoon. We are indebted to Grosset & Dunlap Company and the Frederick A. Stokes Company for the entertainment we all enjoyed to the extreme last night. We wish also to express our appreciation of the excellent reports of the convention appearing in the New York Times, New York Tribune and other New York papers. We are also indebted to the Hotel Astor for the magnificent accommodations given us, and for the many courtesies extended to the convention and to the members attending. I think we will all agree that a large vote of thanks is due to the Programme Committee, Mr. Ward Macauley, and his able associates [Applause], as well as to Mr. Wesels and others. We must take this latter on trust, but I know the banquet to-night will be good. The souvenirs came from the firms of the Bobbs-Merrill Company, the Houghton Mifflin Company, the Duffield Company, the Century Company, the Tower Manufacturing Company, A. M. Davis & Company. What is your pleasure concerning this?

Mr. Shoemaker.—I move a rising vote of thanks be extended to the people mentioned.

[The motion was unanimously carried.]

REPORT OF NOMINATING COMMITTEE.

The Chairman.—Is the Committee on Nominations ready to report?

Mr. Kidd.—As chairman of the Committee on Nominations, I have the following nominations to present:

President, W. L. Butler; *Secretary*, Walter S. Lewis; *Treasurer*, Eugene L. Herr; *First Vice-President*, W. H. Cathcart; *Second Vice-President*, V. M. Schenck; *Third Vice-President*, Ward Macauley.

Executive Committee: W. B. Clarke, C. E. Butler, W. K. Stewart, J. K. Gill, C. G. Grauer.

Advisory Board: John W. Graham Company, Spokane; E. P. Judd & Company, New Haven; St. Paul Book & Stationery Company; J. R. Weldin & Company, Pittsburgh; Loring, Short & Harmon, Portland; A. H. Smythe, Columbus; Bryant & Douglas Co., Kansas City; T. Pillot, Houston, Texas; Scrantom, Wetmore & Company, Rochester; Brentano's, Washington, D. C.; Kendrick-Bellamy Company, Denver, Colo.; E. Higgins, Milwaukee; Old Corner Bookstore, Boston; Bridgman & Lyman, Northampton; E. S. Adams, Fall River, and Clarence E. Wolcott, Syracuse.

[The report of the Nominating Committee was unanimously adopted.]

The Chairman.—I will next call for the report of the Auditing Committee.

[The report of the Auditing Committee approving and certifying to the correctness of the accounts and records of the Association was read and placed on file.]

CLEARING HOUSE COMMITTEE APPOINTED.

The Chairman.—Mr. Eisele is here. There was one matter brought up by the Executive Committee the other day here in regard to a trade clearing house. I believe it is too large a question to take up now and arrive at any decision.

Mr. Eisele.—The PUBLISHERS' WEEKLY and Bookseller, Newsdealer & Stationer gave a general outline of what has been done abroad in the way of a clearing house, and it seems as if the same might easily be done here; that it would be a benefit to all concerned, and that the American Booksellers' Association ought to take it up. I have reports, and we ought to examine the question very carefully.

COMMITTEE ON BOOK TRADE INSTRUCTION.

Mr. Jacobs.—I want to suggest, and, if it is deemed wise, to recommend that it be referred to the committee, a question that several of the papers read to this convention have emphasized. That question is the one of the lack of efficient help in our book stores.

It has occurred to me that it might be feasible for this American Booksellers' Association to arrange for the instruction of book clerks by what is usually termed the correspondence system, and I have been wondering whether it would not be feasible for us to refer this question to a committee, which could take it up a little later and consider it fully. If it is deemed feasible, it might employ a man to devote his time to it, charging

each bookseller a nominal sum, say \$10, or something like that, for the instruction. I don't know whether this would be feasible or not, but it seems to me a step in the right direction.

Mr. Eisele.—Regarding the clearing house, I move that a committee be appointed to take up and consider the matter, and report either to the Executive Committee or to the coming convention.

The Chairman.—Will you state in your motion how that committee should be appointed?

Mr. Eisele.—I think by the chair.

[The motion was carried.]

A Member.—I want to ask Mr. Jacobs if he is familiar with the fact that we have established a school here in New York of which the first meeting has been held. Any suggestion along this line will be most welcome to us. We had one meeting, which was very successful.

Another Member.—It seems probable that the New York school is successful mainly because there are many to draw from. The problem of making an educational venture a success where there is a small nucleus to draw together, makes the correspondence system necessary, and I should like to move that the chairman appoint a committee of three to investigate, during the coming year, the problem of the education of the book salesmen of our American booktrade.

[Motion unanimously carried.]

The Chairman.—For the Committee on Clearing House I appoint Mr. E. Eisele, Mr. Simon Brentano and Mr. Henry Malkan. I have taken three New York men on account of the ease with which they can get together, and I know all three of these men are interested in the subject.

The Committee on the Correspondence School of Instruction for Clerks I will nominate later on, as I want to talk it over with Mr. Butler and get some of the New York members on it, if I can.

VARIOUS COMMITTEE APPOINTMENTS.

There are at this time a few committees to be appointed by the chair. I thought I would, out of courtesy, leave these to the president, but as some matters have to be taken up at once, I have been advised to make the nominations at the present time.

The Committee on Relations with the Publishers: Mr. W. B. Clarke, Mr. Clarence W. Sanders, Mr. Ward Macauley; Mr. Lee Mason, Mr. Walter S. Lewis.

The Committee on Programme and Entertainment: Mr. John G. Kidd, Mr. F. G. Melcher, Mr. L. A. Keating, Mr. C. C. Shoemaker, Mr. T. E. Schulte.

On the Membership Committee, which I am afraid last year was rather dead, in fact I don't find that a committee was appointed last year, I appoint Mr. A. B. Fifield, *Chairman*; Mr. C. B. Dennin, of Detroit; Mr. W. Heaton, of Spokane; Mr. D. L. James, of Cincinnati; Mr. F. W. Dickerson, of Lockport, N. Y.

The Committee on Banquet I don't think we can improve on, and so I have left the names

the same as last year, Mr. Wessels, *Chairman*; Mr. Burkhardt, Mr. Butler, Mr. Blatchford and Mr. E. Byrne Hackett; and as they have always had the power to add any additional members to their committee, I think we will grant the same power to them this year. I trust that these appointments meet with the approval of the convention.

Mr. Butler.—I want to protest on behalf of the Banquet Committee. We are old war-horses; we feel we are about worn out, and there ought to be fresh material put in.

A BOSTON MEETING NEXT YEAR?

The Chairman.—Mr. Butler, there was a rumor around last night that we were going to hear this morning from our Boston friends. If that rumor came to my ears correctly, it may give us a chance to change the committee somewhat.

Mr. Clarke.—The Boston Committee has *ex-officio* been sat on. [Laughter.] There was a proposition to hold a convention in Boston. I took the liberty of saying it was absolutely impossible; it is impossible for this reason. I have been on the Committee of the Stationers' Association, which considered having a convention there. To have a convention there means that at least twenty-five or fifty booksellers have got to contribute something in the nature of \$100 apiece. We haven't the booksellers to do it, and while I personally dislike New York exceedingly to come to [Laughter], I believe New York is the only place for the Booksellers' Convention. [Applause]. You have here everything that we want for a convention; with the present location of publishing houses there is every reason for coming here rather than going to Boston.

Boston is a great convention city, and we are just as hospitable as ever, but we are being done to death. As a matter of fact, you were forestalled by the Chamber of Commerce, who wrote to me personally to see whether I would get Boston the Booksellers' Convention, and I said "No." And it was by reason of the small number of booksellers there, the small number interested, and the small number who could put up the money necessary.

A Member.—May I ask why it would be necessary for your local people to put up any money?

Mr. Clarke.—No convention can be run until that is done. There are certain expenses that it is necessary to put up to carry a convention through. The things cannot be handled without being well financed, and we are not in the condition to do it.

A Member.—The booksellers of New York don't have to put up any money for our convention here, do they? Why should Boston?

DIFFICULT TO RAISE MONEY IN BOSTON FOR MEETING.

Another Member.—Those of us who live near Boston feel very great pride in the Hub,

and it is with great satisfaction that we think of Boston being suggested as the meeting place, but, aside from financial reasons, it seems to me that there are others more vital. New York is the center of the publishing business. There is no city anywhere in which we can get in closer touch with the publishers and the trade atmosphere than in New York.

The experience of the National Stationers' Association is something of an argument for not changing. Changing will lead to unnecessary rivalry in the future. I believe it would be a great mistake for this Association to move all over the United States for its meeting places, and if we begin making a change that will be the inevitable result. I do not believe it is possible anywhere in the United States to get nearly as large an attendance as right here in the city of New York, and while I am intensely loyal to Boston, I hope there will be no change. [Applause.]

The Chairman.—Gentlemen, we draw near the close of the convention. Has anyone anything to suggest? Has the chair overlooked any item that should be brought up at this final meeting?

Mr. Adams.—Do we include in our expression of thanks anything to the able speakers at this convention who prepared the papers?

The Chairman.—I have no doubt that will be in. Has anyone else anything to suggest?

RESOLUTION FOR INCREASE OF MINIMUM DISCOUNT.

Mr. Higgins.—I move the resolution referring to the publishers be amended to change the minimum discount on books in small quantities from twenty-five per cent. to one-third off.

Mr. Clarke.—I second the motion, and in seconding it I would like to say it is up to you gentlemen to act in accordance with the words of that resolution. If you do, you will go a long way towards getting what you ask for—especially if the jobber gets out of his job.

[The motion was unanimously carried.]

The Chairman.—In closing, I wish to extend my personal thanks to the members of the Association for every courtesy to me. This is a new position for me to be in. I simply stepped in to help out the president, whom we all have a great regard for. I have done the best I could under the circumstances, and I am sure that this twelfth convention of the Booksellers' Association will come back to you many and many a time during the year as one of the best—as I hoped it would be when we started in—that we have had since our organization.

Mr. Kidd.—I move that this convention stand up and thank Mr. Cathcart for the able and creditable way in which he has conducted the meeting. [Applause.]

The Chairman.—Gentlemen, the convention is adjourned.

THE TWELFTH ANNUAL BANQUET.

THE twelfth annual banquet, closing the sessions of the convention Thursday night, was held, as has now become the custom, at the Hotel Astor. Judging from remarks and the attendance, the inclusion of the ladies tentatively this year was an unqualified success, and next year, the prophecy may be made, the booksellers will need the largest banquet room of the Astor instead of the smaller one used until now. The attendance this year was around 470, as against a little under four hundred last year.

Of course, there were the usual number of eleventh hour diners, and the Banquet Committee had their usual hard work at the end to provide places for everybody. All were accommodated, however, though some of the late comers had to forego souvenirs.

The flashlight photograph, which forms, as usual, the frontispiece of this issue of the PUBLISHERS' WEEKLY, was taken before the dinner.

The menu, which follows, was an improvement even over last year's, and certainly "did the Astor proud."

MENU.

Shinnecock Bay Clams
 Consomme de Volaille en Tasse
 Olives Celery Radishes Salted Almonds
 Shad and Roe à l'Americaine
 Cucumbers
 Mignons de Filet de Boeuf, Princesse
 Asparagus Tips Petits Pois Français
 Sweetbreads with fresh Mushrooms, en Coquilles
 Sorbet-Benedictine
 Roast Guinea Chicken au Cresson
 Salade Moderne
 Mousse of Fresh Strawberries
 Petits Fours Fruits Assortis
 Café Noir
 Laurens Cigarettes Cigars
 Pommery "Sec" as per list
 White Rock Water.

Between courses came the distribution of souvenirs. The Tower Manufacturing Company gave "office" penknives, each in a leather pouch and neat case. The Bobbs-Merrill Company distributed handsome mahogany-framed ash trays.

Books were proportionately less numerous than usual. Houghton Mifflin Company had a beautifully bound special convention edition of Meredith Nicholson's new novel, "A Hoosier Chronicle;" and Duffield & Company copies of "Cheap Turkey," by Ward Macauley, whose connection with the Association gave the little volumes added interest. On the tables as the guests entered were "napkin-bound" booklets of table etiquette (?), whose reading helped to digest the dinner that followed. These were the gift of A. M. Davis & Company, of Boston. The Century Company

distributed pamphlets containing the illustrations from Mr. Shuster's "The Strangling of Persia."

Just prior to the addresses the chairman called on the secretary to read the roll of those members of the Association who had died since the preceding convention, those present standing.

They were: December 15, 1911, Mr. George C. Eyrich, Jackson, Miss.; January 27, 1912, Mr. John H. Dingman, New York City; March 5, Mr. Harry E. Coe, Springfield, Ill.; March 15, Mr. Henry Lee Mason, Pittsburgh; March 21, Mr. Lucius R. Hazen, Middletown, Conn.

Mention was also made of the following, who, although not booksellers, were intimately identified with the trade: November 22, 1911, Mr. Girard Buckman, Philadelphia. Also Mr. George Borup, who was one of the speakers at the banquet last year.

Mr. Shuster opened the speaking with an address that was closely listened to and made a deep impression. Speaking in a clear but quiet voice that carried easily to every part of the room he reviewed, with a moderation that but added to the emphasis of his indictment, the diplomatic policy that had "strangled Persia" and made our boasted Christian civilization a mockery. Hearing and seeing Mr. Shuster one understood how the Persians had become in a few months devoted to him.

He was followed by Edward Howard Griggs, whose eloquent answer to the question "What is Progress?" was concluded with merited applause.

Dr. Harvey Wiley was unable to be present, due, the toastmaster surmised, though no word had been received from him direct, to an addition to his family that same day. Unfortunately Mr. Brett and Mr. Owen Johnson were absent because of illness. Mr. Owen Johnson had prepared a paper, however, on his subject, "Criticism," which was read in his absence by Samuel Merwin, one of the joint authors of "Calumet K." Mr. Johnson discussed the subject from the standpoint of "Stover at Yale," his new novel, which has itself come in for so much criticism, pro and con.

Mr. Spurgeon, the head of Cassell & Company, was present at the banquet as an honored guest, and Mr. Cathcart had prevailed upon him to extend a few words of greeting from England to the booksellers. He referred to the delightful spirit of co-operation between publishers and booksellers evident in this country, and congratulated us on our success with net fiction. He added that he intended to quote the American booktrade as a shining example to his confrères on the other side. He was heartily applauded by the convention.

The banquet broke up about midnight.

THE ATTENDANCE.

ROLL OF THOSE PRESENT AT TWELFTH ANNUAL CONVENTION.

A.

Abbott, S., with R. H. White Co., Boston, Mass.
 Adams, Edward S., Fall River, Mass.
 Adams, Mrs. Edward S., Fall River, Mass.
 Albrecht, W. P., with The Macmillan Co., N. Y. C.
 Allen, Frederick G., Auburn, N. Y.
 Anderson, John R., New York City.
 Anderson, Richard S., with Browne's Book Store, Chicago, Ill.
 Arnold, W. H., with H. B. Claflin Co., and Syndicate Trading Co., New York City.

B.

Baker, H. S., of Baker & Taylor, N. Y. C.
 Barnes, E. B., with William R. Jenkins Co., New York City.
 Barnhart, H. C., York, Pa.
 Barry, Kevin W.
 Barse, W. J., of Barse & Hopkins, N. Y. C.
 Bauer, Harry, with Charles Scribner's Sons, N. Y. C.
 Beers, William P., Norwalk, Conn.
 Bellamy, Harry E., of the Kendrick-Bellamy Co., Denver, Colo.
 Bissell, V. M., N. Y. C.
 Blatchford, George, Pittsfield, Mass.
 Bowman, Charles L., N. Y. C.
 Bray, Joseph E., with A. C. McClurg & Co., Chicago, Ill.
 Brazer, George W., with Presbyterian Board of Publication, N. Y. C.
 Brentano, Simon, of Brentano's, N. Y. C.
 Broatch, J. A., Middletown, Conn.
 Brown, Hulings C., of Little, Brown & Co., Boston, Mass.
 Bruce, Frank, with Houghton Mifflin Co., N. Y. C.
 Buckley, Frank E., Holyoke, Mass.
 Burger, A. W., with Harper & Brothers, N. Y. C.
 Burkhardt, Charles A., with E. P. Dutton & Co., N. Y. C.
 Burlingame, Gayle, with Penn. Traffic Co., Johnstown, Pa.
 Burt, Harry P., of A. L. Burt Co., N. Y. C.
 Butler, Charles E., with Brentano's, N. Y. C.

C.

Caldwell, A. W., with Lamb Publishing Co., N. Y. C.
 Caldwell, H. M., of H. M. Caldwell Co., Dana Estes & Co., Boston, Mass.
 Canner, C. A., with John Lane Company, N. Y. C.
 Carroll, J. V., with The Bobbs-Merrill Co., Indianapolis, Ind.
 Cathcart, W. H., with The Burrows Bros. Company, Cleveland, O.
 Chalmers, George E., Rutland, Vt.
 Chapman, E. O., of Bookseller, Newsdealer and Stationer, N. Y. C.
 Chase, A. M., with Dodd, Mead & Co., N. Y. C.

Clark, Charles W., of Charles W. Clark Co., N. Y. C.
 Clarke, Mr. and Mrs. W. B., Boston, Mass.
 Clinch, F. A., with D. Appleton Co., N. Y. C.
 Collier, J. Roy, of Allen Book & Printing Co., Troy, N. Y.
 Colwell, Irving S., Auburn, N. Y.
 Conover, Seely, Amsterdam, N. Y.
 Corrigan, J. W., with George H. Doran Co., N. Y. C.
 Corrigan, M. A., with Baker & Taylor, N. Y. C.
 Coryell, V. M., with Funk & Wagnalls Co., N. Y. C.
 Cowles, James L., with Postal Progress League, N. Y. C.
 Cricks, William C., with Funk & Wagnalls Co., N. Y. C.
 Crocker, P. K., with *The Tribune*, N. Y. C.
 Cupples, V. W., of Cupples & Leon, N. Y. C.

D.

Davis, Miss Kathryn, with The Edward Malley Co., New Haven, Conn.
 Davis, W. M., of Forsyth & Davis, Kingston, N. Y.
 DeGraff, F. A., of MacGreevy, Sleght & DeGraff, Canandaigua, N. Y.
 Dennen, C. R., with John V. Sheehan Co., Detroit, Mich.
 Dickerson, F. W., Lockport, N. Y.
 Dillingham, C. T., with Little, Brown & Co., Boston, Mass.
 Dodd, Frank C., of Dodd, Mead & Co., N. Y. C.
 Donnelly, James, manager, William P. Beers' Store, South Norwalk, Conn.
 Doonan, J. F., with Benziger Bros. N. Y. C.
 Drummond, J. L., of Ward & Drummond, N. Y. C.
 Dunlap, H. B., with D. Appleton & Co., N. Y. C.

E.

Earl, H. B., with Doubleday, Page & Co., Garden City, L. I.
 Eckle, August.
 Eierman, George E., with Orange Judd Co., N. Y. C.
 Eisele, Ernest, with Brentano's, N. Y. C.
 Elliott, H. S., with Houghton Mifflin Co., N. Y. C.
 Estabrook, J. J., with William R. Jenkins Co., N. Y. C.
 Everett, W. C., with Denholm-McKay Co., Worcester, Mass.
 Everitt, S. A., with Doubleday, Page & Co., Garden City, L. I.

F.

Fenno, R. F., of R. F. Fenno & Co., N. Y. C.
 Fifield, Albert B., with Edward P. Judd Co., New Haven, Conn.
 Fly, H. K., of H. K. Fly Co., New York City.
 FonDersmith, G. L., Lancaster, Pa.
 Foote, W. Y., of W. Y. Foote Co., Syracuse, N. Y.

Fraser, J. R., with H. B. Claflin Co., N. Y. C.
 Fry, O. V., with William F. Gable Co., Altoona, Pa.
 Fuller, Richard F., with Old Corner Bookstore, Boston, Mass.
 Furman, P. H., New York City.

G.

Gaffney, Miss M., with Miss M. J. Whaley, N. Y. C.
 Gallagher, William J., with Outing Pub. Co., N. Y. C.
 Gaynor, Mayor, New York City.
 Geer, George H., with Bobbs-Merrill Co., Indianapolis, Ind.
 Gehrs, A. H., with Henry Holt & Co., N. Y. C.
 Giersberg, H., with G. P. Putnam's Sons, N. Y. C.
 Giffin, C. G., with John Lane Co., N. Y. C.
 Gill, W. G., with The Chautauqua Book Store, Chautauqua, N. Y.
 Going, Grace E., American Booksellers' Association, New York City.
 Going, Mary J., American Booksellers' Association, New York City.
 Goldbury, William, of The State Law Stenographers, N. Y. C.
 Grant, F. E., New York City.
 Grant, John L., Utica, N. Y.
 Grauer, C. G., with Otto Ulbrich Co., Buffalo, N. Y.
 Greene, Joseph F., with Little, Brown & Co., Boston, Mass.
 Grosset, A., of Grosset & Dunlap, N. Y. C.
 Grosset, Philip, of Grosset & Dunlap, N. Y. C.

H.

Hackett, E. Byrne, with The Yale Press, New Haven, Conn.
 Hackett, Francis, Chicago, Ill.
 Hafely, Fred. E., of Hills & Hafely, N. Y. C.
 Hale, R. T., with Small, Maynard Co., Boston, Mass.
 Hall, E. W., with Moffat, Yard & Co., N. Y. C.
 Hanford, E. T., Middletown, N. Y.
 Harcourt, Alfred, with Henry Holt & Co., New York City.
 Harris, O. T., New York City.
 Hattersley, Mabel, Germantown, Pa.
 Herr, Eugene L., of L. B. Herr & Son, Lancaster, Pa.
 Higgins, E., with The Boston Store, Milwaukee, Wis.
 Hill, John C., with Dodge Pub. Co., N. Y. C.
 Hobby, George R., with Thomas Y. Crowell Co., N. Y. C.
 Hoepp, Miss H. J., with J. L. Kesner Co., N. Y. C.
 Holden, J. A., with THE PUBLISHERS' WEEKLY, N. Y. C.
 Holt, G. C., with Doubleday, Page & Co., Garden City, L. I.
 Horton, D. S., of Hanford & Horton Co., Middletown, N. Y.
 Houghton, A. F., of Houghton Mifflin Co., N. Y. C.
 Hovendon, John, New York City.
 Hoyns, Henry, with Harper & Brothers, New York City.

Hubbard, Miss A. G., Cleveland Pub. Library, Cleveland, O.
 Hubley, Miss E., with Gimbel Bros., N. Y. C.
 Huebsch, B. W., New York City.
 Hutchinson, H. S., of H. S. Hutchinson Co., New Bedford, Mass.

J.

Jackson, Horace H., Bridgeport, Conn.
 Jacobs, George W., of Jacobs Book Store, Philadelphia, Pa.
 James, Davis L., of U. P. James, Bookseller, Cincinnati, O.
 James, Mr. and Mrs. R. L., of Gregory's Book Store, Providence, R. I.
 Jenkins, H. F., with Little, Brown & Co., Boston.
 Jenkins, James A., New York City.
 Jenkins, William R., of William R. Jenkins Co., N. Y. C.
 Jennings, Joseph M., with The Old Corner Bookstore, Boston, Mass.
 Johnson, Henry R., Springfield, Mass.
 Joseph, Miss Rose, with H. F. C. Koch & Co., N. Y. C.

K.

Keating, L. A., with Am. Bapt. Pub. Soc., Philadelphia, Pa.
 Kelsey, Robert P., with St. Paul Book and Stationery Co., St. Paul, Minn.
 Keyes, H. C., with State Law Stenographers, New York City.
 Kidd, John G., of Stewart & Kidd, Cincinnati, O.
 Kinsey, H. C., with Doubleday, Page & Co., Garden City, L. I.
 Kleinteich, George, Brooklyn, N. Y.
 Kleinteich, Herman, with Greenhut, Siegel-Cooper Co., N. Y. C.
 Knapp, F. H., New York City.
 Krans, H. S., with Sturgis & Walton Co., New York City.
 Kronig, Louis, with Grosset & Dunlap, N. Y. C.

L.

Lacy, F. D., with G. P. Putnam's Sons, N. Y. C.
 Law, A. S., of James & Law Co., Clarksburg, W. Va.
 Lawson, A. B., New York City.
 Leadbeater, P. C., with Fredk. Warne Co., N. Y. C.
 Lee, W. F., with Reilly & Britton Co., Chicago, Ill.
 Le Gallez, J. W., with Jacobs' Book Store, Philadelphia, Pa.
 Leon, Arthur T., of Cupples & Leon, N. Y. C.
 Leonard, R. W., with Milller & Rhoads, Richmond, Va.
 Levy, L. M., with Hurst & Co., N. Y. C.
 Lewis, H. C., with Moffat, Yard & Co., New York City.
 Lewis, Walter S., with Strawbridge & Clothier, Philadelphia, Pa.
 Lichtenstein, Carl B., with Tissot Picture Society, N. Y. C.
 Loos, John, with Brentano's, New York City.
 Love, W. D., with Houghton Mifflin Co., Boston, Mass.

Loweree, S. M., with Duffield & Co., N. Y. C.
Lyman, Clifford H., of Bridgman & Lyman,
Northampton, Mass.

M.

Macauley, Ward, of Macauley Bros., Detroit,
Mich.
McCann, J. A., with McBride, Nast & Co.,
New York City.
MacGreevy, G. A., of MacGreevy, Slegt &
De Graff, Elmira, N. Y.
MacIlvain, Harry F., with H. W. Fisher &
Co., Philadelphia, Pa.
McKeachie, Wm. S., with Baker & Taylor,
New York City.
McKee, Walter V., with Cassell & Co., New
York City.
McKeon, C. W., with Excelsior Pub Co.,
New York City.
MacNeil, John E., with Seely Conover Co.,
Amsterdam, N. Y.
Madison, Edward, of Edward Madison Co.,
Montclair, N. J.
Malkan, Henry, New York City.
Marling, F. H., with Chas. Scribner's Sons,
New York City.
Martin, Fred., with New York *World*, New
York City.
Mason, H. Lee, Jr., with J. R. Weldin & Co.,
Pittsburgh, Pa.
May, C. H., with Thos. Y. Crowell Co., New
York City.
Medcalf, D. K., with Scrantom, Wetmore &
Co., Rochester, N. Y.
Melcher, F. G., with Chas. Lauriat Co., Boston.
Meyer, H. V., with Am. Bap. Pub. Soc'y,
Boston.
Milchsach, Miss S. A., mgr., The Moravian
Bookstore, Bethlehem, Pa.
Miller, Miss I., with G. P. Putnam's Sons,
New York City.
Montgomery, Chas. A., New York City.
Mook, W. H., Jr., with Fleming H. Revell Co.,
New York City.
Morrow, William, with F. A. Stokes Co.,
New York City.
Mumford, E. W., with The Penn Pub. Co.,
Philadelphia, Pa.

N.

Nelson, C. Alex., Ex-Librarian of Columbia
University, N. Y. C.
Nelson, C. F., with Hy. Malkan, N. Y. C.
Nickerson, David Damon, with Dana Estes &
Co., Boston.
Nourse, L. G., with Hy. Altemus Co., Phila.
Nye, C. D., of Davis & Nye, Waterbury, Conn.
Nye, D. W., with Doubleday, Page & Co.,
Garden City, L. I.
Nye, Mr. and Mrs. S. L., with S. Kann &
Sons, Washington, D. C.
Nusbaum, Mr. and Mrs. Moses, Richmond, Va.

O.

O'Connell, D. J., with Funk & Wagnalls Co.,
N. Y. C.
O'Donnell, W. C., with Ives Butler Co., N.
Y. C.
Oliphant, C. J., with Longmans, Green & Co.,
N. Y. C.

P.

Patterson, Harry V., with Harper & Bros.,
N. Y. C.
Peck, J. R., of Platt & Peck, N. Y. C.
Percy, C. G., with Grosset & Dunlap, N. Y. C.
Percy, Chas. E., with Scrantom, Wetmore &
Co., Rochester, N. Y.
Phillips, Le Roy, with Ginn & Co., Boston.
Pitman, E. A., with Jordan Marsh Co., Boston.
Porter, E. W., with E. P. Dutton & Co., N.
Y. C.
Potter, Geo. R., with Nichols & Frost, Fitch-
burg, Mass.
Potter, J. H., with Nichols & Frost, Fitchburg,
Mass.
Pratt, A. H., with Houghton Mifflin Co., N.
Y. C.
Pratt, W. B., with Houghton Mifflin Co., Bos-
ton.
Preston, Wm. G., of Cassell Co., N. Y. C.
Price, G. V., with Harper & Bros., N. Y. C.
Priestman, Dorothy T., Germantown, Pa.
Putnam, S. H., of G. P. Putnam's Sons, N.
Y. C.

R.

Raines, S. G., with Lamb Pub. Co., N. Y. C.
Reed, F. L., with Grosset & Dunlap, N. Y. C.
Reed, Wm. R., New Brunswick, N. J.
Reis, Samuel, with The Pilgrim Press, Boston.
Reissman, Alexander, with The State Law
Stenographers, N. Y. C.
Ressler, H., with G. P. Putnam's Sons, New
York City.
Richers, E., with John Lane Co., N. Y. C.
Rickey, Wm., of William Rickey Co., N. Y. C.
Rider, Fremont, with THE PUBLISHERS'
WEEKLY, N. Y. C.
Ring, John, traveling representative of New
York *Tribune*, New York City.
Roe, Charles M., with The Fleming H. Revell
Co., N. Y. C.
Rowell, W. C., with H. W. Wilson Co., Min-
neapolis, Minn.
Runyon, John R., Morristown, N. J.

S.

Saunders, Henry, Oneonta, N. Y.
Scaife, R. L., with Houghton Mifflin Co., N.
Y. C.
Scammel, Joseph, with Gimbel Bros., Phila-
delphia, Pa.
Scheetz, Hy. F., with Presbyterian Bd. of
Pub., Philadelphia.
Schenck, V. M., with Johnson's Bookstore,
Springfield, Mass.
Schlamm, E. D., with The Syndicate Trading
Co., N. Y. C.
Schulte, Theo. E., N. Y. C.
Schutte, C. F., with Doubleday, Page & Co.,
Garden City, L. I.
Scofield, L. T., with Thos. Y. Crowell Co.,
N. Y. C.
Scribner, J. H., with Presby. Bd. of Pub.,
Philadelphia.
Seiler, A. G., New York City.
Sheppard, Miss A., with Simpson-Crawford
Co., N. Y. C.
Shimer, S. G., of Hanford & Horton Co.,
Middletown, N. Y.

Shoemaker, C. C., of The Penn Pub. Co., Philadelphia.
 Shoemaker, Frank W., with The Penn Pub. Co., Philadelphia.
 Sleght, C. M., of MacGreevy, Sleght & De Graff, Batavia, N. Y.
 Sloane, F. J., with Cassell & Co., N. Y. C.
 Smith, C. Edward, with Cranston & Co., Norwich, Conn.
 Smith, R. K., with Bell Pub. Co., N. Y. C.
 Smythe, A. H., Columbus, O.
 Soule, Geo. H., with F. A. Stokes Co., N. Y. C.
 Speakman, C. N. and N. E., of C. N. Speakman & Son, Coatesville, Pa.
 Spinney, Wm. R., with Thos. Y. Crowell Co., N. Y. C.
 Spurgeon, Arthur, with Cassell & Company, London, Eng.
 Steger, H. P., with Doubleday, Page & Co., Garden City, L. I.
 Sterling, John, Watertown, N. Y.
 Stevens, Wm. H., with Loring, Short & Harmon, Portland, Me.
 Stewart, W. A., with THE PUBLISHERS' WEEKLY, N. Y. C.
 Stokes, Fredk. A., of F. A. Stokes Co., New York City.
 Stolle, R. C., with Chas. Scribner's Sons, N. Y. C.
 Stratemeyer, Edward, Newark, N. J.
 Sturgis, Lyman B., of Sturgis & Walton, N. Y. C.
 Sturgis, Wilson, with H. B. Claffin Co., N. Y. C.
 Stutter, J., with Kleinteich's Bookstore, Brooklyn, N. Y.
 Swanson, A. Sage, with The Macmillan Co., N. Y. C.

T.

Taylor, Anna Faith, with Chas. Scribner's Sons, N. Y. C.
 Taylor, J. B., with The Old Corner Bookstore, Boston, Mass.
 Tenney, W. L., with Small, Maynard & Co., Boston, Mass.
 Tessaro, F. C. J., New York City.
 Thatcher, F. C., of C. L. Thatcher & Son, Hillsdale, Mich.
 Thomas, R. E., with THE PUBLISHERS' WEEKLY, N. Y. C.
 Thompson, J. L., with Chas. Scribner's Sons, N. Y. C.

Thompson, Miss T. F., with G. P. Putnam's Sons, N. Y. C.
 Tibbals, N. V., with The American News Co., N. Y. C.
 Ticknor, B. H., Jr., with Houghton Mifflin Co., N. Y. C.
 Tomlinson, Bertha E., with The Century Co., N. Y. C.
 Traver, Clayton L., Trenton, N. J.
 Turk, Louis E., with Bd. of Pub. of Reformed Church in America, N. Y. C.

U.

Uhlig, E. J., with W. P. Goodman, Manchester, N. H.

V.

Vass, Edward J., with Longmans, Green & Co., N. Y. C.
 Ventres, T. B., Brooklyn, N. Y.
 Vilhauer, Miss M. A., with Wanamaker's, N. Y. C.

W.

Wagner, Miss T., with Wanamaker's, N. Y. C.
 Warfield, G. F., of G. F. Warfield & Co., Hartford, Conn.
 Washburn, K. N., with The G. C. Merriam Co., Springfield, Mass.
 Wasserman, Alex., New York City.
 Wessels, A., with The Baker & Taylor Co., N. Y. C.
 Whaley, Miss M. J., New York City.
 Wheelock, George, with The Century Co., N. Y. C.
 Whitman, M. A., with Rand, McNally & Co., N. Y. C.
 Williams, J. E., with Bloomingdale's, N. Y. C.
 Wilson, H. W., of The H. W. Wilson Co., Minneapolis, Minn.
 Wilson, Ralph, The McDevitt-Wilson Bookshop, N. Y. C.
 Wiltsie, A. H., with *The Sunday School Times*, Philadelphia, Pa.
 Winters, John F., with The Macmillan Co., N. Y. C.
 Wirth, J. A., with Eaton & Mains, N. Y. C.
 Wood, John J., of Korner & Wood, Cleveland, Ohio.
 Woodward, Fred E., of Woodward & Lothrop, Washington, D. C.
 Wright, W. H., with Little, Brown & Co., Boston.

BIBLIOGRAPHIC NOTES.

CATALOGUES OF NEW AND SECOND-HAND BOOKS.

F. A. Brockhaus, London, E. C., 48 Old Bailey. Monthly list of important new publications, encyclopedias and literary science. (No. 4, 1635 titles.)

Commonwealth Book Emporium, 69 Merriam St., Haverhill, Mass. Catalogue of books and pamphlets in various classes of literature offered for sale at clearance prices. (No. 46, 302 titles.)

Francis Edwards, 83 High St., Marylebone, London, W. Catalogue of books relating to Central and South Africa. (1002 titles.)

Walter M. Hill, 22 E. Washington St., Chicago. Catalogue of choice, rare and interesting books. (No. 41, 570 titles.)

A. J. Huston, 92 Exchange St., Portland, Me. A few uncommon books and pamphlets. (62 titles.)

Charles E. Lauriat Co., 385 Washington St., Boston. A final clearance list of standard sets and miscellaneous volumes left over from recent purchases of private libraries. (206 titles.)

Joseph McDonough, 73 Hudson Ave., Albany, N. Y. Monthly catalogue of rare and fine books, including Americana, annals of Albany, etc. (No. 285, 2604 titles.)

AUTHORS PLANNING A BUSINESS LEAGUE.

A NUMBER of the most noted writers in America are planning to form a league of authors and dramatists, an organization to resemble the Authors' Society of England and the Gens de Lettres and the Société des Auteurs Dramatique of France. The league, its organizers purpose, will be exclusively a business organization. Its sole object, according to a circumstantial report in the *New York Times*, will be to look after the pecuniary interests of literary laborers.

A tentative constitution and by-laws have been drawn up, and circulars have been sent out to writers and dramatists in all parts of the country. The difficulty in reaching the several hundred American writers who will be eligible to membership has made the process of organization a slow one. The first meeting of the members at large will not be held until the canvass is completed. A committee on organization and a council of sixty are now at work to bring the proposed society into shape.

Some of those prominently identified with the league are John Burroughs, Ellen Glasgow, Rachel Crothers, Augustus Thomas, Rupert Hughes, Cleveland Moffett, Ellis Parker Butler, Will Payne, Samuel Hopkins Adams, Louis J. Vance, Owen Johnson, Robert Grant, Winston Churchill, Hamlin Garland, Gelett Burgess, George Barr McCutcheon, Walter Pritchard Eaton, Will Irwin, John Luther Long, Franklin P. Adams, Arthur Stringer, Jack London, George Randolph Chester, and George Ade.

In the circular announcement it is stated that the proposed organization has no social purposes. It does not aim to become a literary oligarchy, with power to fix canons of taste or control the current of literature. The league's preambulatory statement frankly declares that it seeks only one thing, and that is to insure the writer full and prompt returns for his work.

One of the matters in doubt is whether the league will include illustrators, musicians, and composers who work together with authors and dramatists and have many business interests in common with them. Another point that will not be settled till the first general meeting is whether women will be included. Kate Douglas Wiggin is a member of the present Committee on Organization. According to present expectations the league will be organized and doing business by September 1.

It is planned to handle the affairs of the society through bureaus—one of contracts and collections, another of legal service, and a third of general information. A literary agency will also be established. These four departments, under an Executive Committee, are planned to constitute the business organization of the league. The members at large will hold annual meetings.

The league will work for better copyright laws. It also plans to standardize, as far as possible, many matters between the author and

the publisher or producer, which are now the subject of individual contracts. A few of these concerns are the rights of an author in a second serialization, the dramatic and book rights, the rights of translation, the time a manuscript shall be held for reading, and punctuality of payment. The league intends to make it impossible for a publisher to speculate upon the possible rise of an obscure author by purchasing his early manuscripts cheap and holding them for publication if his name later becomes valuable. Legislation to cover this by a forfeiting of a publisher's rights in a manuscript which he fails to print in a reasonable time is outlined in the prospectus of the league.

Article 4 of the prospectus states that it is the league's aim "to establish the author's rights through the agents of the society to examine the semi-annual accounts (referring to publishers) and to assure himself that a modern system of accounting is in operation."

Another grievance is the literary agent who charges an excessive percentage. Another is the producer who cuts royalties too low. The collection department of the league will undertake to collect weekly royalties, and it is promised that the legal department will take steps to have an author's rights in his work made a preferred claim in case of assignment or bankruptcy.

THE SCRIPPS-McRAE NEWSPAPER SYSTEM.

THE growth of the Hearst chain of newspapers has received frequent comment, but the expansion of a newspaper system, in some ways even more formidable, under the control of Edward W. Scripps has been almost unnoticed outside newspaper circles. Its invasion of the Philadelphia field, where it begins this week the publication of a new paper, *The News-Post*, is the occasion of an interesting account of the rise and policy of the system in a recent issue of *The Fourth Estate*.

CHAIN OF 24 DAILIES.

Invasion of Philadelphia by the Scripps-McRae forces gives them a trans-continental chain of newspapers beginning in San Francisco and ending in Philadelphia. The one link as yet unfilled is New York on the Atlantic coast. With or without the Philadelphia paper the Scripps-McRae League is the largest individual owner of newspapers in America and perhaps in the entire world, being outright owner of twenty-four daily newspapers. These are:

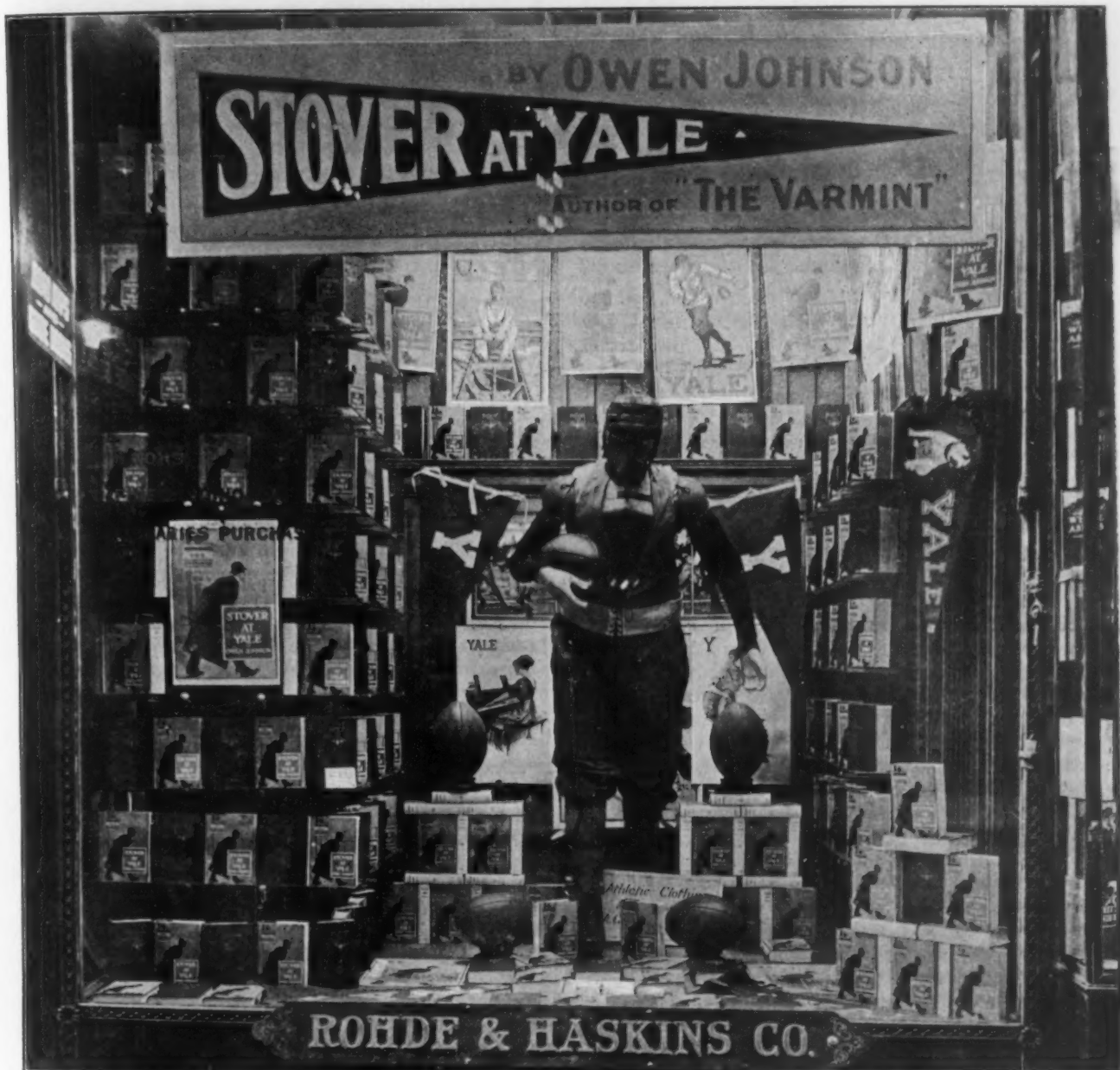
Akron, O., *Press*; Berkeley, Cal., *Independent*; Cincinnati, *Post*; Cleveland, *Press*; Columbus, O., *Citizen*; Covington, Ky., *Post*; Dallas, Tex., *Dispatch*; Des Moines, Ia., *News*; Denver, *Express*; Evansville, Ind., *Press*; Fresno, Cal., *Tribune*; Los Angeles, Cal., *Record*; Memphis, Tenn., *Press*; Oklahoma City, Okla., *News*; Portland, Ore., *News*; Sacramento, Cal., *Star*; San Diego, Cal., *Sun*; San Francisco, Cal., *News*; Seattle, Wash., *Star*; Spokane, Wash., *Press*; Tacoma, Wash.,

Times; *Terre Haute, Ind., Post*; *Toledo, O., News-Bee*.

THE SCRIPPS BUSINESS POLICY.

Reduced to its most concrete form, the policy of the Scripps-McRae League is to produce newspapers that are virtually self-sustaining from the outset. In every case they publish

A Scripps-McRae paper that proves unprofitable for a succession of months, or long enough to indicate the financial sterility of a town, is pretty sure to be discontinued and the plant moved to some other city where the prospects are more encouraging. That this transfer from one city to another has been of infrequent occurrence serves to indicate how shrewdly the



A TIMELY WINDOW FROM DOWNTOWN NEW YORK.

small papers until adequate advertising patronage justifies the addition of extra pages. The league produces its own features with its Newspaper Enterprise Association, and originates and disseminates a large portion of its news features.

Following out this policy many of the league's papers that began as four-page dailies grew to be twelve, sixteen or eighteen page journals, and several of them hold commanding advertising and circulation positions in their places of publication.

league's executives size up a field before taking the plunge with a new daily.

The activities of the Scripps family with newspaper making date back as far as 1792, when William Armiger Scripps became employed as a clerk in the office of the *True Briton*, in London.

The present active head of the Scripps-McRae papers is Edward W. Scripps. The Scripps-McRae League had its foundation in 1859, when James E. Scripps purchased the *Detroit Tribune* and consolidated it with the

Advertiser. In 1873 he established the *Detroit News*.

In 1878, James E. Scripps' younger brother, Edward W., established the *Cleveland Press*, and two years later E. W. Scripps was a prime mover in the starting of the *St. Louis Evening Chronicle*. About the same time the Scripps brothers acquired a paper in Cincinnati and called it the *Post*. This was the beginning of the great string of newspapers.

In 1895, Milton A. McRae became associated with the Scripps as a life partner, the business assuming the name of the Scripps-McRae League. The old Scripps-McRae News Association and the Publishers Press were outgrowths of the enterprise of the Scripps and McRae.

Up to last year Mr. McRae continued to be active in the management of the league papers, but has since retired to private life.

Most of Edward W. Scripps' time is spent on his ranch outside of San Diego, Cal., where he keeps in close touch with his business. Offices controlling his Pacific Coast properties are maintained in San Francisco, and the eastern headquarters are in Cleveland.

HOW TO GET THE MONEY IN.

SOME time ago the *English Publishers' Circular* printed a note from one of the provincial papers telling how the local bookseller of a certain Smithtown had found a way to make slow-paying customers dig up.

"For a long time," said this report, "he sent out monthly duns urging prompt settlement, but little if any attention was paid to them. Getting impatient, he sent a bill to an old lady who had been owing him three or four months, containing several items that did not belong on the bill, and the effect was almost magical. She came in snorting mad the next day with the bill in her hand, and the way she went after the young man for trying to swindle her brought blushes to his cheeks.

"He finally made her believe the error was unintentional, and she settled on the spot for what she owed. Since then the young man sends out bills of about twice their proper size to slow creditors, and he says it brings them in every time, and invariably mad all over at his attempt to cheat them. He says he can even make a dead beat wrathful by dunning him for a larger amount than he owes."

The above suggestion, reprinted in the *Publishers' Circular*, drew the following comment from a "retired bookseller."

"The bookseller in Smithtown, mentioned in the *Publishers' Circular* last week, has more luck than I had, when I tried to settle a payment difficulty, although in somewhat different circumstances. A ten-guinea book was sold by a young assistant newly appointed, when I was absent. He proudly stated the fact on my return to my shop, but to my natural request who the customer was, he appeared not to have asked, saying: 'Oh, I thought you would know.' He came from a small shop, where ten-guinea book buyers were rare.

So I instructed my ledger-clerk to put it on the bills of all my well-to-do customers, hoping that they would flare up who had not had the book.

"One afternoon I personally received payment from one of these, and saw that the book was on the bill. So after my customer had left I told the clerk: 'Mr. So-and-So paid for the book, so we know who is who.'

"To which the clerk answered, in gloomy tones: 'That book has been paid for already by twelve of your customers.'"

TRADE ASSOCIATIONS.

BOOKSELLERS' LEAGUE.

THE next in the series of booktrade lectures under the auspices of the Booksellers' League will be given Tuesday, May 28th, by Miss Plummer, the head of the New York Public Library School. Her topic will be "Some Features of a Booksellers' Equipment." The meeting place, as before, will be the Liberal Club, 132 E. 19th Street, at one o'clock. All booksellers and bookstore clerks and employees are most cordially invited and indeed urged to attend.

CORRESPONDENCE.

RARE BOOKS STOLEN.

CHICAGO, May 6, 1912.

To the Editor of *The Publishers' Weekly*.

DEAR SIR: We are serious losers, through some book thief, of a number of valuable books. These may be offered to dealers in some other sections. We will be grateful for any assistance tending towards their recovery, and will bear all expenses.

The items are as follows: "Life of John Mytton," 1st edition, full crimson levant, emblematic toolings; several French books in full bindings by Chambolle-Duru and David; "Psyche," by Mrs. Tighe, presentation copy to her husband; Symonds, "Wine, Woman and Song," first edition; and the following extra-illustrated books, newly bound in two-thirds morocco: Eliz. Montague, 4 volumes; "The Great Lord Burleigh"; "Lady Jean," 1 volume; "Modern Poets," 1 volume; "Confidants of a King," 1 volume; "Westminster Abbey," 1 volume.

Respectfully,
THE MORRIS BOOK SHOP.

OBITUARY.

AUGUSTE STRINDBERG, the noted Swedish novelist and dramatist, died on May 14 from cancer. He had been seriously ill for some time. Strindberg, referred to by many critics as "the most hated literary man in Sweden," was born January 22, 1849, at Stockholm, the son of a poor steamboat commissioner. He was educated at the public schools in Stockholm, and in 1867 was admitted to the University of Upsala. Until 1883 he lived in Sweden, and was librarian of the Royal Library at Stockholm. Then he traveled extensively in

Europe for fifteen years, and since 1898 again lived in Sweden.

More than fifty novels came from his pen, and as many plays. His broad experience, coupled with his own peculiar and individual interpretations of things, produced a philosophy the like of which has never existed before. A chronic sufferer, both bodily and spiritually, he had a distinctly pessimistic tendency, yet never made a creed of his pessimism. Strindberg was married three times. The last years of his life he spent in three rooms, served only by an old and silent housekeeper.

In his writings Strindberg laid bare the experiences of his own soul. When he produced his first drama, "Master Olof," at the age of 23 years, he had just emerged from a gloomy childhood, filled with poverty and severe corporeal discipline. His father was a man of culture, but his mother was of the servant class. With his two elder brothers he was born out of wedlock. The knowledge of this weighed him down and made him a shy and unsociable child, deeply religious.

The merit of his work not at once recognized, and after unsuccessful attempts in other directions, the author found employment as library assistant, and rounded out a thorough cultural education. This period he portrayed in 1879 in his "Scarlet Room," a realistic satire on society, which met with immediate success. His next work, "The Secrets of the Guild," was a picture of present day sentimental life. This he followed with another attack on social castes in "The New Kingdom." On the other hand, he expressed in "Mr. Bengts's Wife," "The Travels of Lucky Peter," and "Swedish Fates and Adventures," his faith in love and womanhood. His period of sentiment, his early married life, also produced "Utopia" and "Marriage No. 1."

But following the appearance of "Marriage No. 1," a change came over him; he entered the second period of his life. "Marriage No. 2," like "The Son of a Servant Girl," showed him as a woman hater and a merciless critic of the whole social order. Other works of this period are "The Father," "Julie," "The Creditor," and "Hansalfolk."

With the decline of middle life his religious belief, which he had discarded in early youth, returned, and he became a mystic. Among the works of this his third period are "Easter," "Midsummer," "Snow White," and "Sagas."

LITERARY AND TRADE NOTES.

THE SAALFIELD PUBLISHING Co. have added to their line a number of new inexpensive Bibles, published to-day.

THE GEORGE H. DORAN Co. are publishing May 25th, "Seegar & Cigareet," by Jack Hines, an Alaskan story of the love and loyalty of two wolf-dogs.

Munsey's Magazine, with the issue of this month, raises its price to fifteen cents. This is practically the last of the ten-cent popular monthlies to heed the need for higher prices.

THE reclamation of a man through the splendid efforts of a woman is the theme of

"The Deserters; the Story of a Man Who Came Back," by George C. Jenks and Anna Alice Chapin, published by the H. K. Fly Co.

HENRY S. HARRISON, author of "Queed," has well on toward completion a new novel which Houghton Mifflin Co. expect to publish either in the autumn or early in 1913.

"HOW TO COOK IN CASSEROLE DISHES," by Marion Harris Neil, principal of the Philadelphia School of Cookery, editor of *Table Talk*, and best recipe editor, the *Ladies' Home Journal*, is just published by David McKay.

A VALUATION of \$1,176,003 is placed upon all the properties owned by the several E. G. Lewis corporations by a board of appraisers appointed by Judge Smith McPherson, who is handling the Lewis receiverships.

"THE FIRST BOOK OF PHOTOGRAPHY," by the well-known photographic expert, C. H. Claudy, was recently published by McBride, Nast & Co. The book takes up the art-science from the very beginning, and shows the novice the best and easiest methods for making good pictures.

SAMUEL MERWIN—lately ranked by Arnold Bennett as one of the three American novelists of most promise—has written a new novel, "The Citadel," dealing, in romance form, with revolutionary, social and political conditions of the day. The Century Co. has the book in press.

At the annual meeting of the English National Book Trade Provident Society, held April 26th, new rules were adopted enabling the Society to become an "approved society" under the terms of Lloyd George's new insurance act. An increase of over \$3000 in the funds of the Society was reported and A. M. S. Methuen was re-elected president.

RICHARD WASHBURN CHILD, the author of "Jim Hands" and "The Man in the Shadow," will have his first complete novel published by Houghton Mifflin Co. on June 29th. It is called "The Blue Wall" and is said to be a story of mystery and suspense, dealing with character and its relations to heredity and the things that lie upon the borderland of life.

Of the many books on how to do the things you can't afford to do, one of the most alluring is published this spring by Dodd, Mead & Company. "How to Visit Europe on Next to Nothing," by E. P. Prentys, shows how one American girl saw many parts of England, France and Belgium comfortably and pleasantly on the moderate outlay of \$300.

THE drollery and piquancy that characterized "The Prodigal Judge" are not wanting in the new novel by Vaughan Kester, "The Just and the Unjust," just published by the Bobbs-Merrill Co. Time, place and theme of the new story are strikingly different, but the portraiture recalls at once the immortal Bob Yancy and the "prodigal" judge himself.

ANY anxiety the parent may feel in putting the above book into the hands of his youthful son can be relieved by the addition of one more work to the young sportsman's library, "Swimming Scientifically Taught," a Funk &

Wagnalls publication. This practical manual for young and old is by Prof. Frank Eugene Dalton, P.S.A., Instructor of Scientific Swimming at the Dalton Swimming School.

"HARPER'S BOATING BOOK FOR BOYS" is a fully illustrated guide to motor-boating, sailing, canoeing and rowing, edited by Charles G. Davis, of the *Motor-Boat* staff. The boy is shown how to build his boat and how to operate it; how to choose a boat if buying; how to outfit and care for himself and the boat under all conditions.

ROBERT ALEXANDER WASON, author of "Happy Hawkins" and other popular novels, has taken up his residence in Detroit after a leisurely and romantic wedding journey in the open spaces of the great West, and is hard at work on a new novel which his publishers, Small, Maynard & Co., will publish early in the fall. The new book is said to be another "Happy Hawkins" story.

LONGMANS, GREEN & COMPANY'S announcements include "Essays in Radical Empiricism," by William James, expounding a doctrine which the author believed more fundamental than his "pragmatism"; "The Early History of the Christian Church," by Monsignor Louis Duchesne; "Selected Addresses," by James Burrill Angell, and "Civilization at the Cross Roads," four lectures, by John Neville Figgis.

JOHN LANE COMPANY'S publications for this week comprise the work of two novelists who represent the very best of literature in their respective countries: Rene Bazin and Eden Phillpotts. M. Bazin's "The Children of Alsace" (Les Oberles), never before published in this country, deals with Alsace conquered, while Mr. Phillpotts's new novel, "The Forest on the Hill," has Dartmoor for its setting and is a story of a woman's self-sacrifice and the great lesson which the forest taught her.

THE PUTNAMs publish this month "The Making of Poetry," by Arthur H. R. Fairchild, professor of English literature at the University of Missouri, who approaches poetry from a novel standpoint. In addition to making clear the reason why poetry is appreciated, it points out the practical value of poetry. Whether the reader's interests are professional or non-professional, it is a book that will deepen his insight, sharpen his judgment, reveal how and why poetry is made, and unfold the secret of its delight.

TENNANT & WARD, publishers and importers of books on photography, advise the removal of their offices from 122 East 25th Street to 103 Park Avenue, New York. This firm has now ready for delivery a new series of elementary handbooks on photography to sell at 60 cents net, each, bound in blue cloth with gilt back stamp. The titles are: "Photography Outdoors," "Photography at Home," "Dark Room Work," "Flashlight Portraiture," "Bro-mide Printing and Enlarging," "Developers and Development."

SOME fifty years hence the children of the future will be saying "Grandmother, show us the memory book you kept when you gradu-

ated with all the things in it that remind you of stories to tell us." For years only add to the charm of these memory books, with their records of class members and class festivities. The H. M. Caldwell Co. call attention to their varied line, especially in demand at this season, including illustrated and decorated volumes to meet every need. They also publish a number of series and novelty volumes especially suitable for graduation presents.

PREPARATIONS are under way for the celebration of the centenary of Sir Isaac Pitman in 1813. Sir Isaac Pitman's achievement as inventor of an invaluable system of shorthand was one only of many services which he rendered to society. Throughout his life he took an active part in furthering every movement for the promotion and spread of popular education, and his life-long advocacy of the simplification of English spelling was largely due to his intense desire to make education more effective by reducing the time necessary to master the conventional orthography.

THE publication of a new and definitive edition of the works of Thomas Hardy, to be styled the *Wessex Edition*, will be undertaken immediately by Macmillan & Co., of London. The series will be completed in twenty volumes, and two volumes will be issued monthly. Each book will contain a frontispiece in photogravure and a map of the Wessex of the novels and poems. "Tess of the d'Urbervilles" and "Far from the Madding Crowd" will appear first, and the former will contain a general preface which the author has written for the new edition.

"DAVIDÉE BIROT," a new novel by René Bazin, who wrote "The Nun," "The Barrier," "This, My Son," etc., will be published by Charles Scribner's Sons—Mr. Bazin's regular publishers in America—this spring. It is a love story of a fine young French girl who becomes a school teacher in a little town in Ardésie through an intense desire to be of service. The plot is concerned with social problems of this town, especially those brought about by a miners' strike. M. Bazin, a member of the French Academy, is now in this country as one of the French Commission to the Champlain Tercentenary.

PERHAPS it is true—we have *not* given the potato the consideration it deserves. And like a plain and kindly relative, grieved at this lack of appreciation, the potato threatens to leave our family table. In the near future "The Potato," a book by Eugene H. Grubb and W. S. Guilford (Doubleday, Page & Co.) will bring out in startling clearness the conditions in potato culture faced by the farmers and consumers in this country. The book urges the adoption of scientific intensive potato culture as against the present day haphazard methods. If this is not done, declare the authors, the consumers will simply have to go without potatoes as a food product because of their scarcity and prohibitive prices. What if the day should come when a baked potato would be the choicest course of an elaborate dinner-party!

MAY 11th saw two baseball games among the publishers—Scribner vs. Baker & Taylor and Grosset & Dunlap vs. McClure. In the former game the Scribners won by a score of 18—3. Score by innings:

Baker & Taylor. 0 1 0 0 0 0 0 1 1—3
Scribner 0 3 2 2 4 2 2 3 x—18

The Grosset & Dunlap-McClure game was called on account of darkness. Score by innings:

1 2 3 4 5 6 7—R. H. E.
Grosset & Dunlap... 4 1 1 5 0 4 3—18 27 2
McClure 0 1 0 0 0 1 0—2 6 7
Battery for G. & D., Neske-Michaels; for McClure, Casedy-W. Lloyd.

AMONG all the stories of the disaster to the *Titanic* told by the survivors, the narrative of Lawrence Beesley, published by the Associated Press, stands unique. His later, more carefully considered narrative, entitled "The Loss of the S. S. *Titanic*: Its Story and Its Lessons," will be published only in book form by Houghton Mifflin Co. on June 29. In it he will tell of the voyage, the wreck, the experiences of the survivors and the aftermath of inquiry. Mr. Beesley graduated eight years ago from Cambridge University, England, taking first-class honors in the natural science tripos, and has been since a teacher and lecturer.

BUSINESS NOTES.

BRIDGEWATER, N. S.—E. B. Cragg, bookseller and stationer, has removed to new quarters in Bank of Montreal block.

BURLINGTON, ONT.—In addition to his two stores in Hamilton at 109 and 197 King Street east, J. R. Wells has opened another thoroughly stocked book, magazine and postcard store here.

GALESBURG, ILL.—The old established firm of Goldsmith & Temple, booksellers and stationers, has been succeeded by Temple & Carroll.

LIBERTY, MO.—H. W. Brewer, who is conducting a book and stationery business in Hutchinson, Kan., has recently purchased the W. C. Mitchell & Sons bookstore here, and will continue the business.

NEW YORK.—J. W. Schermerhorn & Co., dealers in kindergarten material, "cards for all occasions," etc., have removed to 18 West 45th Street, New York, near Fifth Avenue.

OTTAWA, CAN.—Thoburn & Abbott, booksellers and stationers, are now located at 113 Sparks Street, an entirely new building, with 25 feet frontage and 100 feet deep. The new store combines artistic and practically efficient appointments. Charles Thoburn was in business at 80 Sparks Street for twenty-five years. Two years ago he took George Abbott into partnership with him.

SHULLSBURG, WIS.—W. F. Kane, who has been in the employment of the Hayden Drug Co., Ind., for over twenty years, has now pur-

chased the business. The company also handles a good line of books and stationery.

ST. LOUIS, MO.—The Jett Book & Stationery Co. have filed a petition in bankruptcy and consented to the appointment of a receiver.

WASHINGTON, D. C.—Collins, Hauser & Co., dealers in books and stationery, at 917 G Street, N. W., filed a petition in voluntary bankruptcy, May 8, listing their liabilities as \$1652.28, and their assets as \$894.54.

AUCTION SALES.

MAY 21, 22 and 23, 10 A.M. and 2 P.M. Catalogue of Americana and miscellaneous books. (2252 lots.)—*Libbie*.

MAY 22, 10:30 A.M. Books and engravings from private sources, including collections of colored sporting prints, rare American and other maps, a few curios, etc. (No. 466, 427 lots.)—*Merwin-Clayton*.

MAY 23 and 24, 10:30 A.M. Rare books and library sets from the collection of the late James A. Nersen of Brooklyn, N. Y., with other private properties. (No. 467, 673 lots.)—*Merwin-Clayton*.

MAY 23 and 24, 2:30 and 8:15 P.M. The libraries of Mr. John B. Gleason of New York and Mrs. Henry P. Quincy of Boston, with a few consignments from other owners. (No. 962, 830 lots.)—*Anderson*.

MAY 24, 10:30 A.M. and 2:30 P.M. Valuable American historical library of the late Thomas J. Moffat, Esq., and from other sources. (No. 1059, 994 lots.)—*Freeman-Henkels*.

PICK-UPS.

Two men were hotly discussing the merits of a book. Finally one of them, himself an author, said to the other: "No, John, you can't appreciate it. You never wrote a book yourself." "No," retorted John, "and I never laid an egg; but I'm a better judge of an omelet than any hen in the State."

TOO MUCH.

A LOCAL author, whose name we are loath to print, was called upon by a friend one day early this week.

"I am going on a long journey by train," he said, "and I know you have a dandy library, and I want something to read en route. What have you to lend me?"

"I hate to boast, but I have an awfully funny one. Here is my latest book. I won't make you give it back if you'll advertise it."

"But how can I do that?"

"Read it on the train where people can see you, and laugh heartily every few minutes."

The book was accepted, but a few days later the author received this telegram:

"Return book herewith. Don't want it on terms quoted."—*Cleveland Plain Dealer*.

Printers' Ink says: "One way to gauge a man's caliber is to tell him how great he is, and note what happens."

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added. Where not specified the binding is cloth.

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (qto: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tl. (32mo: 12½ cm.); Fe. (48mo: 10 cm.). Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

Adams, Charlotte H. Women of ancient Israel. N. Y., Y. W. C. A. c. 104 p. D. 40 c.; reinforced linen, 25 c.

Contents: Sarah: the partner in supreme enterprise; Rebecca: the center of an old-time home; Deborah: the deliverer of her people; Ruth: the woman who was a friend; Jezebel: the evil genius of a nation; The Shunammite: the woman who was a hostess; The Hebrew ideal of womanhood.

Alder, Mrs. Lydia Dunford. The Holy Land; ed. by E. H. Anderson. [Salt Lake City, Utah,] Deseret News, '12. 9+370 p. por. pls. 8°, \$1.25.

Archer, W: Play-making; a manual of craftsmanship. Bost., Small, M. c. 419 p. (4 p. bibl.) O. \$2 n.

By author of "Life of Macready," "Masks and faces," etc. Book of discussion and practical suggestion, not criticism, in the art of play writing. It tells what to do and what to avoid in the endeavor to interest and move an audience. Discusses choice of theme, dramatis personæ, the point of attack, the first act, tension and its suspension, logic, keeping a secret, climax and anti-climax, the full close, etc. Index.

Arteaga y Pereira, F. de. Doce sonetos. N. Y., Oxford Univ. 16 p. 24°, 40 c. n.

Autobiography (The) of an ex-colored man. Bost., Sherman, French. c. 207 p. O. \$1.20 n.

Life of a man who has colored blood, but who has been able to conceal the fact and live as a white man. He tells of his childhood when the truth was known in the Connecticut town in which he lived and then of his later life in the South and New York, where he was a stranger and could choose to which race he would belong.

Bagnell, Rob. Economic and moral aspects of the liquor business and the rights and responsibilities of the state in the control thereof. N. Y., Funk & W. c. 8+178 p. (4½ p. bibl.) D. 75 c. n.

Object is to study the liquor question from a social standpoint. Book is concerned with the question of the use of liquor by the individual only in his relations with society. Effects of excessive use of alcohol upon society, and the responsibility of the saloon for this situation is investigated.

Baker, G. Cornelius. Indoor games and socials for boys. N. Y., Assn. Press. c. 9+200 p. (12 p. bibl.) D. 75 c.

Contents: Active group games; Competitive games; Trick games; Joke games; Stunts; Games with pencil and paper; Alert group games; Charades; Socials; Hints for refreshments. Index.

Bates, E: L., and Charlesworth, F: Practical mathematics and geometry; a text-book for advanced students in technical and trade schools, evening classes, and for engineers, draughtsmen, etc. Pt. 2, Advanced course, containing numerous practical exercises, with answers, and about 300 illustrations. N. Y., Van Nostrand. 776 p. D. \$1.50 n.

Bates, Fk. Amasa, [Matasiso," pseud.] How to make old orchards profitable. Bost., Ball Pub., [200 Summer St.] c. 123 p. D.

Contents: How to make old orchards profitable; Fertilizing; Spraying; Care of the fruit; Pruning the trees; Banding the trees; Apple-tree pests; Scale insects; Grafting; Setting an orchard.

Beeching, H: C., comp. Essays and studies by members of English association. v. 2. N. Y., Oxford Univ. 8°, \$1.75 n.

Bell, L: Art of illumination. 2d ed., rev. and enl. and reset. N. Y., McGraw-Hill. 353 p. il. 4°, \$2.50 n.

Benson, Father Rob. Hugh. The friendship of Christ. N. Y., Longmans. c. 8+167 p. D. \$1.20 n.

Berry, W: Harvey. Our economic troubles and the way out; an answer to Socialism. Chester, Pa., J. Spencer. c. 147 p. fold. tab., 12°, \$1.

Bible. Selected readings from the Bible and Apocrypha; by Edith M. Ecroyd. N. Y., Oxford Univ. 8°, 85 c. n.; leath., \$1.40 n.

Bidwell, Dan. Doane. As far as the East is from the West; tales of traveler who toured the world toward the rising sun. 4th ed. Hartford, S. S. Scranton Co. c. 233 p. il. pors. maps, 8°, \$1.50.

Blair, Emma Helen, tr. and ed. The Indian tribes of the upper Mississippi Valley and region of the Great Lakes, as described by Nicolas Perrot, Bacqueville de la Potherie, and others. 2 v. Cleveland, O., A. H. Clark Co., '11. c. 372; 412 p. il. pls. maps, 8°, \$10.

Blythe, S: G. Cutting it out; how to get on the waterwagon and stay there. Chic., Forbes, '11. c. 60 p. D. 35 c. n.

Shows that the way to stop drinking is to stop, and that is all there is to it.

The fun of getting thin; how to be happy and reduce the waist line. Chic., Forbes. c. 68 p. D. 35 c. n.

Urges that instead of elaborate diets and systems of exercise, people who wish to reduce their weight will do so by simply not eating so much.

Bosch, Mrs. Hermann. The Good Shepherd and His little lambs. N. Y., Longmans. c. 137 p. front. S. 75 c. n.

Author of "Bible stories told to 'Toddlers'" here aims to teach young children an understanding of the real life and love of Christ as a preparation for their first communion. Told in the form of talks between four children and their aunt.

Buckley, Ja. Monroe. Constitutional and parliamentary history of the Methodist Episcopal church. N. Y., Eaton & M. c. 8+414 p. 8°, \$1.75.

Droste-Hülshoff, Annette Elisabeth, Baroness. *Die judenbuche*; ed., with introd., notes and vocab., by E. O. Eckelmann. N. Y., Oxford Univ. 161 p. 12°, (Oxford German ser.; ed. by Julius Goebel.) 60 c. n.

Du Bose, W. Porcher. *Turning points in my life*. N. Y., Longmans. c. 5+143 p. D. \$1.10 n.

During first week of August, 1911, there was held at Sewanee, Tennessee, a reunion of those who had been Prof. Du Bose's students during the thirty-six years of his active connection with the University of the South. Book contains papers written by the professor for the occasion. *Contents*: Early spiritual life; War experiences; Church influences; Catholic principles; Theology of the child; Sermon at Sewanee; Liberty and authority in Christian truth.

Eggert, Rob. *The Log House Club*. Phil., Winston. c. 279 p. D. \$1 n.

Club was made up of a number of young men employed in building a railroad in the West before the Civil War. Then came the call to arms and they all answered. Rest of the book is taken up with their war experiences and later reunion.

Ennis, W. Duane. *Vapors for heat engines*; including considerations relating to the use of fluids other than steam for power generation; a study of desirable vacuum limits in simple condensing engines; methods for computing efficiencies of vapor cycles with limited expansion and superheat; a volume-temperature equation for dry steam; and new temperature-entropy diagrams for various engineering vapors. N. Y., Van Nostrand. c. 4+78 p. il. tabs., O. \$1 n.

Author is professor of mechanical engineering in the Polytechnic Institute of Brooklyn, N. Y.

Federalist (The); or, the new Constitution, by Alex. Hamilton, J. Jay and Ja. Madison. N. Y., Dutton, [11.] 20+456 p. 16°, (Everyman's lib.) 35 c. n.; leath., 70 c. n.

Fitch, G. Hamlin. *Modern English books of power*. San Francisco, Elder. c. 15+173 p. (13 p. bibl.) pls. S. \$1.50 n.

Short sketches and estimates of the greatest modern English writers from Macaulay to Stevenson and Kipling. The writers discussed are Macaulay, Scott, De Quincey, Carlyle, Lamb, Dickens, Thackeray, Charlotte Brontë, George Eliot, Ruskin, Tennyson, Browning, Meredith, Stevenson, Hardy, Kipling. Index.

Fletcher, R. S., comp. and ed. *Hansa sayings and folk lore*; with a vocab. of new words. N. Y., Oxford Univ. 174 p. 12°, \$1.40 n.

Flog, H. *Valuation of public utility properties*. N. Y., McGraw-Hill. 402 p. tabs., diagrs., 4°, \$5 n.

Forbes, N. *Tolstoi*; a lecture. N. Y., Oxford Univ. 30 p. 8°, 40 c. n.

Foster, Horatio A. *Engineering valuation of public utilities and factories*. N. Y., Van Nostrand. c. 16+345 p. O. \$3 n.

Francis de Sales, St. *Daily readings from St. Francis de Sales*; comp. by J. H. A. St. Louis, Herder. 376 p. 8°, \$1 n.

Garnett, Lucy Mary Jane. *Mysticism and magic in Turkey*; an account of the religious doctrines, monastic organization, and estatic powers of the Dervish orders; il. from photographs. N. Y., Scribner. 9+202 p. D. \$1.75 n.

Careful study of the systems and practices of the

Dervish orders, with interesting descriptions of Dervish monasteries and shrines, giving picture of their daily life and an exact account of their weird and sacred dances. Index.

Garstang, J. *Meroë, the city of the Ethiopians*; being an account of a first season's excavations on the site, 1909-1910; with an introd. and chapter on decipherment by Rev. A. H. Sayce, and a chap. on the inscriptions from Meroë by F. LL. Griffith; photographic il. by Horst Schliephack. N. Y., Oxford Univ. pls. 4°, \$9.75 n.

Gilkes, Arth. Herman. *Four sons*. N. Y., Oxford Univ. 178 p. il. 12°, 80 c. n.

Gomme, Sir Laurence. *The making of London*. N. Y., Oxford Univ. 256 p. il. 8°, \$1.15 n.

Graham, W. *The holy hour*; a series of conferences. N. Y., J. F. Wagner. c. 4+263 p. 8°, \$1.25.

Graves, Otho McCarroll. *Orthographic projection*; the elementary principles of orthographic projection, with their applications to technical drawing. Easton, Pa., Eschenbach Bros. c. 3+9-89 p. diagrs., 8°, \$1.60.

Gray, Rev. Arth. R. *An introduction to the study of Christian apologetics*; with a concluding chapter by W. Lloyd Bevan. Sewanee, Tenn., Univ. Press. c. 7+237 p. D. (Sewanee theological lib.) \$1.50.

Greentree, R., and Nicholson, E. Williams Byron. *Catalogue of Malay mss. and mss. relating to the Malay language in the Bodleian Library*. N. Y., Oxford Univ. 4°, \$2.25 n.

Grenfell, Sir Wilfred Thomason, M.D. *Labrador, the country and the people*. N. Y., Macmillan. 12+497 p. 12°, (Macmillan's travel ser.) \$1.50 n.

Grigsby, Melvin. *The smoked Yank*. 2d ed., rev. Sioux Falls, S. D., Cataract Bk. & Sta. Co. c. 251 p. il. pors. D. \$1.

Story of author's actual experiences in the Civil War.

Hale, W. Bayard. *Woodrow Wilson*; the story of his life. Garden City, N. Y., Doubleday, Page. c. '11-'12. 233 p. por. D. \$1 n.; pap., 50 c. n.

Account of Wilson's boyhood and college days, his life as a teacher, as college president and as Governor of New Jersey. By author of "A week in the White House with Theodore Roosevelt."

Hall, Harvey Monroe and Carlotta Case. *A Yosemite flora*; a descriptive account of the ferns and flowering plants, including the trees, of the Yosemite National Park; with simple keys for their identification; designed to be useful throughout the Sierra Nevada mountains; il. with 11 plates and 170 figures in the text. San Francisco, Elder. c. 7+282 p. D. leath., \$2 n.

Hall, H. Marion. *Idylls of fishermen*; a history of the literary species. N. Y., Lemcke & B. c. 11+216 p. (11 p. bibl.) D. (Columbia Univ. studies in comparative literature.) \$1.50 n.

Takes up origins of the pastoral of fishes, showing the origin of English idyll of fishermen in ancient

Greek literature and the development of the pastoral of fishers in Greek and classical Latin. Then treats of Sannazaro and his imitators on the continent, and finally discusses the English fisher idylls from the earliest times to the final decay of the "new style" of pastoral in the eighteenth century. Chronological list of chief English piscatories. Index.

Hallhusen, Beatrice, and Reeve, Iris Fox, comps. *Fragments.* N. Y., Longmans. 16+142 p. D. \$1.25 n. Poems from many sources.

Hammer, Rev. Bonaventure, comp. *The little communicant; instructions and prayers for children.* N. Y., Benziger. c. 263 p. front. Tt. 25 c.

Hannay, Ja. Owen, ["George A. Birmingham," pseud.] *The Simpkins plot.* N. Y., Doran. c. 257 p. D. \$1.20 n.

Author of "Spanish gold," etc., again tells a story with the scene laid in Ireland. "J. J." mistakes an excellent young lady, a visitor to Ballymoy, for another who has recently figured sensationally in the criminal courts. She tells him she is going to the wilds of Ireland to escape the surveillance of tiresome officials while she perfects her art. His imagination at once jumps at her meaning, and he plans to use her for furthering his own ends and marry her to the unpopular Mr. Simpkins. There are many humorous adventures before "J. J." discovers his mistake.

Harper's boating book for boys; a guide to motor boating, sailing, canoeing and rowing; consulting ed. C: D. Davis; with many orig. illustrations. N. Y., Harper. c. 11+407 p. D. (Harper's practical books for boys.) \$1.75.

Guide to motor boating, sailing, canoeing and rowing, with an opening chapter on swimming. Index.

Haynes, Williams. *Scottish and Irish terriers.* N. Y., Outing. c. 140 p. D. (Outing handbooks.) 70 c. n.

Hebbel, Friedrich. *Agnes Bernauer; ed., with introd. and notes, by C. von Klenze.* N. Y., Oxford Univ. 178 p. 12°, (Oxford German ser.) 60 c. n.

Heelis, F., ed. *Pitman's theory and practice of commerce; a complete guide to methods and machinery of business.* In 2 pts. N. Y., Pitman. 320; 321-572 p. O. pt. 1, \$1.25; pt. 2, \$1.

Herstam, Nathan. *The real estate dictionary; words and meanings, giving such words as are likely to be encountered in ordinary real estate transactions.* Cleveland, O., Realty Pub. c. 97 p. 24°, \$1.

Hobart, H: Metcalf. *The electric propulsion of ships.* N. Y., [Van Nostrand,] '11. 8+167 p. il. O. \$2 n.

Hocking, Silas Kitto. *The quenchless fire.* N. Y., Warne. 8+396 p. il. 12°, \$1.25.

Hoffman, August Heinrich. *Iwan der Schreckliche und sein hund; ed., with introd., notes and vocab., by C. M. Poor.* N. Y., Oxford Univ. 344 p. 12°, (Oxford German ser.) 60 c. n.

Hollings, Rev. G: Seymour. *Considerations on the spiritual life; suggested by passages in the collects for the Sundays in Lent.* N. Y., Longmans, '83. 84 p. D. 50 c. n.; formerly \$1.

Considerations on the wisdom of God. N. Y., Longmans, '84. 12+188 p. D. 50 c. n.; formerly \$1.50.

Meditations on the divine life, the blessed sacrament, and the transfiguration. N. Y., Longmans, '82. 154 p. D. 50 c. n.; formerly \$1.25.

One born of the spirit; or, the unification of our life in God. N. Y., Longmans, '89. 8+176 p. D. 50 c. n.; formerly \$1.25.

Paradoxes of the love of God. N. Y., Longmans, '87. 12+199 p. D. 50 c. n.; formerly \$1.25.

Porta regalis; or, considerations on prayer. N. Y., Longmans, '06. 80 p. D. 50 c. n.; formerly 75 c.

Holmes, T: Rice E: *Cæsar's conquest of Gaul.* 2d ed. N. Y., Oxford Univ. il. plans, diags., map, 8°, \$6.75 n.

Horatius Flaccus, Quintus. *The complete works of Horace; tr. by various hands.* N. Y., Dutton. 32+262 p. 16°, (Everyman's lib.) 35 c. n.; leath., 70 c. n.

Horstmann, H: C:, and others, eds. *Electrical workers standard library; complete, practical, authoritative, comprehensive, up-to-date working manuals for electrical workers; editors in chief: H: C. Horstmann, Victor H. Tousley, assisted by instructors, Electrical Department, National Institute of Practical Mechanics.* Brotherhood ed. Chic., Nat. Inst. of Practical Mechanics. c. 8 v. il. diags., 12°, \$24.75.

Hughes, T: *Tom Brown's school days; a classic.* Chic., Laird & Lee. 11+269 p. front. D. 75 c.

Irwin, Florence. *The fine points of auction bridge; together with an exposition of the new count.* N. Y., Putnam. c. 7+172 p. D. \$1.

Janvier, T: Allibone. *From the south of France; the roses of Monsieur Alphonse; The poodle of Monsieur Gaillard; The recrudescence of Madame Vic; Madame Jolicoeur's cat; A consolate giantess.* N. Y., Harper. c. 235 p. il. D. \$1.20 n.

Five stories, each with a widow for heroine and each of the widows French.

Jessup, Anne L., and Logue, Annie E. *The handicraft book; comprising methods of teaching cord and raffia constructive work, weaving, basketry and chair caning in graded schools.* N. Y., A. S. Barnes. c. 128 p. il. O. \$1.

First author is director of handwork in public schools, New York City, and director of domestic art, New York University. Second is teacher of domestic art, Washington Irving High School, New York City.

Jobson, Wa. Paxton. *An accounting system for printing concerns.* Louisville, Ky., Jobson Pr. c. 76 p. forms, 4°, \$1.50.

Johnson, Clifton. *The isle of the shamrock.* N. Y., Macmillan. 14+258 p. il. 12°, (Macmillan's travel ser.) \$1.50 n.

The land of heather. N. Y., Macmillan. 12+258 p. il. 12°, (Macmillan's travel ser.) \$1.50 n.

Jones, Franklin D. Operation of machine tools. N. Y., Industrial Press. c. il. diagrs., 12°, (Machinery's reference ser.) 25 c.

Keller, Adelbert von. Zwei novellen (Die drei gerechten kammacher; Frau Regel Arnraen und ehr jüngerster); ed., with introd., notes and vocab., by H. Z. Kip. N. Y., Oxford Univ. 268 p. 12°, (Oxford German ser.) 60 c. n.

Kester, Vaughan. The just and the unjust; il. by M. Leone Bracker. Indianapolis, Bobbs-Merrill. c. 390 p. D. \$1.25 n.

By author of "The prodigal judge." Scene is laid in Middle West. John North has been wild, and has run through his fortune when he falls in love with a fine girl and determines to go away and win a name for himself. He sells some bonds to an old man who is murdered a few hours later under circumstances that point to North as the murderer. Two people know the truth, one a woman, won't come forward and speak because she does not wish to risk her reputation; the other, a man, is intimidated by the real murderer and an enemy of North's, and so keeps silence. North is tried and sentenced to death, his release only coming an hour or so before the time set for his hanging.

King, H: Churchill, D.D. The ethics of Jesus; being the William Belden Noble lectures for 1909. N. Y., Macmillan. 12+293 p. (Macmillan standard lib.) 50 c.

Kitching, Rev. A. L. On the backwaters of the Nile; studies of some child races of Central Africa; with 56 il. from photographs taken by the author; and a preface by P. Giles. N. Y., Scribner. 24+295 p. fold. map, O. \$3.50 n.

Author has lived for ten years in close intercourse with many of the wild tribes of British East Africa. He speaks their languages and has studied their habits, customs, social usages, amusements, food, etc. He here recounts much of what he has learned of these primitive peoples, and lays stress upon the necessity of an accurate knowledge of native idiom, etiquette and proverb, in order to really understand these races with child minds. Index.

Laval, Carl G: de. Centrifugal pumping machinery. N. Y., McGraw-Hill. 184 p. il. 4°, \$3 n.

Leblanc, Maurice. The frontier; tr. by Alexander Teixeira de Mattos. N. Y., Doran. c. 6+3-301 p. D. \$1.20 n.

Frontier which gives story its title is the boundary line between France and Germany. Tale is a contrast between two men—a father, a soldier by instinct, with vivid recollections of the war of 1871 and all the grievances against Germany, and a son brought up to these traditions, but through his education in Paris, become an ardent peace advocate. Unwittingly the son is the cause of war between the two nations.

Leonard, R. M., ed. The book-lovers' anthology. N. Y., Oxford Univ. 440 p. 12°, 75 c. n.

Liddell, H. A. Oxfordshire. N. Y., Oxford Univ. il. maps, 8°, (Oxford county histories.) 50 c. n.

Lloyd, J. A. T. A great Russian realist (Feodor Dostoevsky); with a photogravure frontispiece. N. Y., J: Lane. 296 p. O. \$3.50 n.

Beginning as an engineering student, Dostoevsky became absorbed in French literature, and, abandoning his profession, he maintained himself while writing his romance, "Poor folk," by translating the

novels of George Sand into Russian. He joined the Revolutionary party, was imprisoned, condemned to be shot, reprieved, and sent to Siberia, where he planned the terrible "Maison des mortes," in which he tells his experiences there. Here he studied the psychology of crime and punishment, which he afterward made the subject of his "Crime and punishment." Index.

McAfee, Cleland Boyd, D.D. The greatest English classic; a study of the King James version of the Bible and its influence on life and literature. N. Y., Harper. c. 287 p. D. \$1.25 n.

Lectures prepared at request of Brooklyn Institute of Arts and Sciences, 1912. *Contents:* Preparing the way—English Bible before King James; Making of the King James version, its characteristics; King James version as English literature; Influence of the King James version on English literature; King James version—its influence on English and American history; Bible in the life of to-day.

Macauley, Ward. Cheap turkey. N. Y., Duffield. c. 59 p. D. 50 c. n.

Humorous account of what happened in Blankburg when the mayor hit on the wonderful idea of the city selling things at cost, and it all began with Thanksgiving turkeys.

MacDowell, E: Alex. Critical and historical essays; lectures delivered at Columbia University; ed. by W. J. Baltzell. N. Y., A. P. Schmidt. c. 7+293 p. 8°, \$1.50.

M'Fadyen, J: Edg., D.D. The historical narrative of the Old Testament. N. Y., Scribner. 107 p. S. pap., 20 c. n.

Author is professor of Old Testament language, literature and theology, United Free Church College, Glasgow.

Makower, Stanley Victor, and Blackwell, Basil H., comps. A book of English essays. N. Y., Oxford Univ. 12+440 p. 8°, 35 c. n.

Manifold, —, and Poole, —. Straight line engineering diagrams. San Francisco, Technical Pub., '11. c. il. pls. 4°, \$3; leath., \$5.

Mateer, Rob. McChayne. Character-building in China; the life-story of Julia Brown Mateer. N. Y. and Chic., Revell. c. 184 p. pls. pors. 12°, \$1.

Mathewson, Christy. Pitching in a pinch; or, baseball from the inside; with an introd. by J: N. Wheeler. N. Y., Putnam. c. 10+304 p. il. D. \$1 n.

Stories of the famous pitcher's experiences with the big league. *Contents:* Most dangerous batters I have met; "Take him out!"; Pitching in a pinch; Big League pitchers and their peculiarities; Playing the game from the bench; Coaching—good and bad; Honest and dishonest sign stealing; Umpires and close decisions; Game that cost a pennant; When the teams are in spring training; Jinxes and what they mean to a ball-player; Base runners and how they help a pitcher to win; Notable instances where the "inside" game has failed.

Matthews, Fred E. Elementary mechanical refrigeration. N. Y., McGraw-Hill. 172 p. il. 4°, \$2 n.

Maud, Constance Eliz. No surrender. N. Y., J: Lane. 328 p. D. \$1.25, fixed.

Written by author of "An English girl in Paris" in the interest of woman's suffrage. It shows the conditions daily faced by the women of the English working classes, the brutality of their husbands, the discrimination of the magistrates against women plaintiffs, revealing the distressing position of English

women to-day. In following the love story of Jenny, the reader will sympathize with the suffragettes in their fight.

Melville, G. J.: Whyte-. The gladiators. N. Y., Dutton. 14+423 p. 16°, (Everyman's lib.) 35 c. n.; leath., 70 c. n.

Meredyth, Constance A., comp. Whisperings from the great; an autobiography birthday album. N. Y., Oxford Univ. 394 p. 16°, 80 c. n.

Minogue, Anna Catherine. Loretto; annals of the century; with an introd. by the Most Rev. J. J. Glennon. N. Y., America Press. c. 12+252 p. front. pls. pors. facsimils., O. \$1.50.

Account of the work of Father Nerinckx, particularly as regards the foundation in Kentucky one hundred years ago of the Community of the Sisters of Loretto at the Foot of the Cross.

Morrison, W. Ja. Willie Wyld hunting big game in Africa. Nashville, Tenn., Pub. Ho. M. E. Ch. So. c. 131 p. il. D. (Morrison system of natural history stories.) 50 c.

Muir, J.: Edward Henry Harriman. N. Y., Doubleday, Page, '11. c. 397 p. D. (Not for sale.)

Mr. Muir accompanied Mr. Harriman on his trip to Alaska, and also spent some time with him at his lodge in Oregon. The liking between the two men seems to have been spontaneous, mutual and hearty, and continued unbroken until the financier's death. This little book gives a sympathetic sketch of Mr. Harriman as seen by the naturalist. Book is not for sale, but any librarian who desires it will be sent a copy gratis, on application to the publisher.

Neil, Marion Harris. How to cook in casserole dishes. Phil., McKay. c. 14+252 p. pls. D. \$1 n.

Principal of Philadelphia Practical School of Cookery and editor of *Table Talk Magazine* first gives an introduction How to cook in casserole dishes and then a number of recipes.

Norton, R. H.: Reminiscences of an agitator; with a diagnosis and a remedy for present economic conditions. Los Angeles, Cal., [The Author, 335 W. 27th St.] 91 p. D. 75 c.

Author believes that representative government as conducted in the United States has been a failure, and that direct legislation and the recall establish principles as near to true democracy as our present civilization will admit of.

Notestein, Wallace. A history of witchcraft in England, from 1558 to 1718. N. Y., Oxford Univ. 456 p. 12°, \$1.50 n.

Ogden, H: Neely, and Cleveland, H. Burdett. Practical methods of sewage disposal for residences, hotels and institutions. N. Y., Wiley. 6+132 p. figs. 8°, \$1.50 n.

Oppenheim, E: Phillips. The lighted way. Bost., Little, Brown. 6+355 p. D. \$1.25 n.

Arnold Chetwode, employed in the office of a wholesale provision merchant, is one night invited to fill a vacancy at a dinner party at his employer's. Among the guests are Count Sabatini, his host's brother-in-law and a political exile from his native country, and two financiers between whom there is bad feeling. Next day one of them is stabbed in the vestibule of a hotel, Chetwode seeing it done, and recognizing a ring on the murderer's hand which he had seen before. Mystery upon mystery follows, the plot being concerned with an attempt to bring about a revolution in Portugal, and Chetwode has exciting adventures trying to get at the truth of things.

Oxenham, J.: Queen of the guarded mounts. N. Y., J. Lane. 8+375 p. D. \$1.25, fixed.

Story of some French refugees who found a home during the Revolution with some distant relatives on St. Michael's Mount. Renée Michelle, the daughter, spends many anxious moments while her father and brother are at the war, and has some narrow escapes from death at the hands of the enemy. Learning that her father and brother were in serious plight, she makes her way to them on foot, disguised as a peasant. Story leaves them united and at peace.

Paine, Ralph Delahaye. The judgments of the sea and other stories. N. Y., Sturgis & W. c. 327 p. il. D. \$1.20 n.

Short stories which have appeared in various magazines by author of "The book of buried treasure." Contents: Judgments of the sea; Captain Arendt's choice; Praying skipper; Master of the "Ping Yang"; Whistling buoy; Last pilot schooner; Shipmates; Dick Floyd, mate; Sealed orders; Surfman's holiday; John Janvin, shipmaster; Corporal Sweeney, deserter; Jade teapot.

Pan American Union, comp. Mexico; a general sketch; J. Barrett, director general, Francisco J. Yanes, assistant director. Wash., D. C., [B. S. Adams,] '11. 389+17 p. front. il. por. pls. fold maps, 8°, \$1.

Pearse, Mrs. Godfrey, and Hird, Fk. The romance of a great singer; a memoir of Mario. [N. Y., Scribner, '10.] 9+309 p. pors. O. \$2.50 n.

Life of Mario, the famous tenor, whose real name was Don Giovanni Matteo de Candia. He was born in Cagliari, Sardinia, in 1810, and died in 1883 in Rome. He was interested in the Young Italy party, and fled from Italy for political reasons, and it was only then that he decided to devote his life to singing. He married Giulia Grisi, with whom he sung for twenty-five years. Memoir is by his daughter. Index.

Petit-Dutaillis, Charles. Studies and notes supplementary to Stubbs' constitutional history down to the Great Charter; tr. by W. E. Rhodes. N. Y., Longmans. 14+152 p. O. (Manchester Univ. pubs.; Historical ser.) \$1.40 n.

Author is honorary professor in University of Lille, rector of University of Grenoble. Contents: Evolution of the rural classes in England; Folkland; was there a public land among the Anglo-Saxons?; Twelfth-century man and twelfth-century man; "Burh-geat-setl"; Dubbing to knighthood; Origin of the exchequer; English society in the feudal period; Origin of the towns in England; London in the twelfth century; Two trials of John Lackland; "Unknown charter of Liberties"; The Great Charter. Index.

Philip, Alex. J. Dickens's honeymoon and where he spent it. [N. Y., Scribner.] 47 p. pls. S. pap., 40 c. n.

Dickens spent his honeymoon in the village of Chalk near Gravesend. A house known as the Manor House has been called the one in which he stayed, but Mr. Philip shows that it was a much more unpretentious cottage which is still standing.

Phipps, Sarah Metcalf. Thoughts in rhyme. N. Y., Mason-Henry Pr., '11. c. 62 p. D. \$1.

Phonogram cards for use with the Horace Mann readers. First reader set. N. Y., Longmans. c. O. \$1, bxd.

Phonogram cards for use with the Horace Mann readers. Primer set. N. Y., Longmans. c. O. 25 c., in envelope.

Porter, J. Robinson. The helicopter flying machine; an account of previous experiments, including an analysis of the author's

- turbine machine, with theory and deductions. [N. Y., Van Nostrand.] 80 p. D. \$1.25 n.
- Potts, Harold E.** The chemistry of the rubber industry. N. Y., Van Nostrand. 8+153 p. O. (Outlines of industrial chemistry.) \$2 n.
- Praed, Rosa Caroline Murray-Pryor, [Mrs. Campbell Mackworth Praed.]** The body of his desire; a romance of the soul; with a front. by A. C. Michael. N. Y., Cassell. 343 p. D. \$1.20 n.
Theme is the psychic conflict in the soul of a popular preacher, who materializes out of his own vital essence the spirit of one whom he had loved and forsaken in an earlier incarnation.
- Pratt, H. Keay.** Boiler draught. N. Y., Van Nostrand, '11. 138 p. D. \$1.25 n.
- Pratt, Wa. Merriam.** "Tin soldiers"; the organized militia and what it really is; with a foreword by G. E. Thorne. Bost., Badger. c. 185 p. D. \$1.50 n.
Designed to correct the prevalent impression that the organized militia is a useless body and to show the importance of this the country's secondary defense.
- Raabe, Siegfried.** Else von der tanne; ed. with notes and vocab. by S. J. Pease. N. Y., Oxford Univ. 111 p. 12°, (Oxford German ser.) 50 c. n.
- Rader, Perry Scott.** The history of Missouri from the earliest times to the present. Rev. ed. Jefferson City, Mo., Hugh Stephens. c. 3+197+3 p. il. pors. O. 90 c.
With his "Civil government of the United States and the state of Missouri." First ed. published in 1891 under title "School history of the state of Missouri."
- Randall-Maciver, D., ed.** Eckley B. Cox. junior expedition to Nubia. In 8 v. v. 6-8. Phil., Univ. of Penn., '11. pls. fold. maps, Q. (Univ. of Penn., Egyptian Dept., pubs.) hf. cl., ea., \$10.
Contents: v. 6, The Meroitic inscriptions of Shabūl and Karanog, by F. Ll. Griffith; v. 7, Buhen, by D: Randall-Maciver and C. Leonard Wooley; text v. 8, Buhen, by D: Randall-Maciver and C. Leonard Wooley, plates.
- Ransome, Ernest L., and Saurbrey, Alexis.** Reinforced concrete buildings. N. Y., McGraw-Hill. 235 p. il. 4°, \$2.50 n.
- Roe, E. T.** The new standard American business guide; a complete compendium of how to do business by the latest and safest methods. [New enl. ed.] N. Y., Leslie-Judge. c. 480 p. il. tabs., 8°, \$2.
- Rohland, Paul.** The colloidal and crystalloidal state of matter; tr. by W. J. Britland and H. E. Potts. N. Y., Van Nostrand, '11. 54 p. D. \$1.25 n.
- Rousseau, Jean Jacques.** Emile; or. education; tr. by Barbara Foxley. N. Y., Dutton. 10+444 p. 16°, (Everyman's lib.) 35 c. n.; leath., 70 c. n.
- Russell, C. E.** Stories of the great railroads. Chic., C. H. Kerr & Co. c. '08-'12. 332 p. D. \$1.
Most of book appeared as separate articles in *Hampton's Magazine*. It shows how the railroads have robbed the middle-class merchant and the farmer, brought strikes upon the country, bought up office-holders, and done other lawless things. Contents: Romantic history of the Dutch bondholders and the St. Paul and Pacific; Romance of the inland empire; Greatest melon patch in the world; Romance of Death Avenue; Romantic days in early California; Uncle Mark packs up the books; Mr. Huntington writes to Friend Colton; What the law does for us, etc.
- Russell, G. W. Erskine.** Harry Drew; a memorial sketch. N. Y., Oxford Univ. 8°, \$1 n.; pap., 40 c. n.
- Sand, George, [pseud. for Mme. A. L. A. Dudevant.]** The devil's pool, and François the waif. N. Y., Dutton, ['11.] 11+281 p. 16°, (Everyman's lib.) 35 c. n.; leath., 70 c. n.
- Scott, Sir Wa.** The betrothed; The chronicles of the Canongate, and The Highland widow. N. Y., Oxford Univ. il. 8°, 50 c. n.
- Seachrest, Effie.** Story-land; outlines for the child life composition pictures. N. Y., A. S. Barnes. c. 91 p. il. O. 50 c.
Book for teachers designed as help in training children to describe what they see in a picture.
- Senter, G.** A text-book of inorganic chemistry. N. Y., Van Nostrand, '11. 10+583 p. D. \$1.75 n.
Author is lecturer on chemistry, St. Mary's Hospital, University of London.
- Sewell, Anna.** Black Beauty; the autobiography of a horse; with 10 full-page colored plates and numerous illustrations. Phil., D: McKay. 211 p. D. (McKay's colored classics.) \$1.
- Shakespeare, W.** Works: Tudor Shakespeare; ed. by W: Allan Neilson and Ashley H. Thorndike. N. Y., Macmillan. c. 16°, ea., 25 c. n.; 35 c. n.; leath., 55 c. n.
Contents: v. 12, The tragedy of King Lear; ed. by Virginia C. Gildersleeve.
- Shaw, W. Napier.** Forecasting weather; fully illustrated with maps, charts and diagrams. N. Y., Van Nostrand, '11. 16+380 p. O. \$3.50 n.
- Simpson, Percy.** Shakespearian punctuation. N. Y., Oxford Univ. \$1.75 n.
- Smith, Harriet Lummis.** The girls of Friendly Terrace; or, Peggy Raymond's success; il. by J: Goss. Bost., L. C. Page. c. 347 p. O. \$1.50.
Tells of the good times and other times of a group of girls who live on Friendly Terrace.
- Smyth, J. Paterson.** How we got our Bible. New ed., largely rewritten. N. Y., J. Pott. c. 5+153 p. front. facsim., 12°, 50 c.
- Soulié, Frederic.** L'enfant des grenadiers, etc.; ed. by H. L. Hutton. N. Y., Oxford Univ. 96 p. 8°, 25 c. n.
- Squire, Jack Collings.** William the Silent; with 12 illustrations. [Garden City, N. Y., Doubleday, Page.] 11+319 p. O. \$3 n.
Story of William the Silent is in large measure the story of the Netherlands revolt against Spanish rule. Author brings out the picturesque and dramatic elements in William's personal career and in the great struggle, giving a vivid presentation of the life of the time and place. A good deal of contemporary English material has been used which has not previously been drawn upon. Index.

Stacy, T: Hobbs. Wayside garniture; [poems.] Bost., Sherman, French. c. 217 p. D. \$1.25 n.

Steinheil, Mme. Marguerite. My memoirs. N. Y., Sturgis & W. c. 8+484 p. pls. pors. O. \$3 n.

Memoirs of the brilliant French woman whose salon was weekly thronged with hundreds of men and women of the first distinction, and who held an envied place in the gay social life of Paris. Madame Steinheil was accused some two years ago of a double murder—that of her husband and her mother—and though on all counts acquitted, she wishes to brush away every cloud of suspicion from her name—and this book is designed to effect that purpose. It shows the place of feminine intrigue in French politics. Index.

Strong, A: Hopkins, D.D. Miscellanies. In 2 v. v. 1, Chiefly historical; v. 2, Chiefly theological. Phil., Griffith & Rowland. c. 11+493; 8+503 p. O. ea., \$1.

President and professor of Biblical theology in Rochester Theological Seminary has gathered in these volumes a number of papers on varied subjects. First volume contains articles on Roman civilization, the history and present status of the Baptist church, etc.; second is made up principally of essays and anniversary addresses.

Suburban homes; with constructive details, by numerous architects, comprising 23 selected designs ranging in cost from about \$5,000 to \$24,000. 2d ed., completely rev.; il. by means of half-tone reproductions from photographs of the completed structures and 99 full-page plates of plans, elevations and details. N. Y., D: Williams. c. 185 p. f°, (Building age ser.) \$1.

Swope, G: Washington. Christ and his Apostles; a treatise on the lives of the Apostles, their relation to Christ and the kingdom of God; with an introd. by B. H. Carroll. Lynchburg, Va., J. P. Bell. c. 18+122 p. por. 12°, 75 c.

Taber, Mary J., comp. Bells; an anthology. Bost., Badger. c. 199 p. D. \$1 n.

Tabor, Grace. Making a garden to bloom this year. N. Y., McBride, Nast. c. 54 p. il. D. (House and garden making books.) 50 c. n.

Shows how to have blooming plants from May through October the very first year of a garden.

Making the grounds attractive with shrubbery. N. Y., McBride, Nast. c. 53 p. il. D. (House and garden making books.) 50 c. n.

Tells how to plant shrubs so as to get pleasing masses of continuous bloom.

Taylor, Duncan. The composition of matter and the evolution of mind; immortality a scientific certainty. [N. Y., Scribner.] 6+176 p. D. \$1.25 n.

"Presents the structural unity of the Design and the relations and inter-relations of the Infinite diversity of its manifestations in their common relationship to and dependence upon the Central Power, the Source; especially aim is to make plain the cause of evolutionary transformations that culminated in the mind of man, which was, and is, capable of aspiration for renewal, 'dominion,' and individually of progress and immortality."—*Preface*.

Thayer, Horace R. Structural design. v. 1, Elements of structural design. N. Y., Van Nostrand. c. 7+221 p. O. \$2 n.

Author is assistant professor of structural design, Carnegie Technical School, Pittsburgh, Pa.

Thiess, J. Bernhard, and Joy, Guy A. Toll telephone practice; with an introd. chapter by Fk. F. Fowle. N. Y., Van Nostrand. c. 15+418 p. il. O. \$3.50 n.

Thumb, Alb. Handbook of the modern Greek vernacular; grammar, texts, glossary; tr. from the 2d improved and enl. German ed. by S. Angus. N. Y., Scribner. 35+371 p. O. \$4 special n.

Author is professor of comparative philology in Strassburg University.

Urban, Gertrude Helena. Sons of God and daughters of men; [poems.] Bost., Sherman, French. c. 68 p. D. \$1 n.

Vallings, Harold. The smugglers of Haven Quay; il. by Launcelot Speed. N. Y., Warne. 7+306 p. D. \$1.25.

Story of England in the early part of the last century. Little Sam Children lives with his grandfather, who is the leader of the smugglers, and between whom and the boy there is an unexplained barrier. How old Children is roused to leading just one more run of goods, the fight that followed, the removal of the barrier between the man and boy, and Sam's bright prospects afterwards make a tale full of adventure.

Van Dyke, H: Jackson, D.D. The spirit of America. N. Y., Macmillan. 8+316 p. (Macmillan standard lib.) 50 c.

Van Sickle, Ja. H., and Seegmiller, Wilhelmina. Riverside readers. Fourth reader; il. by Lucy Fitch Perkins. Bost., Houghton Mifflin. c. 11+276 p. D. 55 c.

Victor, Ralph. The boy scouts canoe trip; il. by Rudolf Mencl. N. Y., A. L. Chatterton, '11. c. 2+9-194 p. front. pls. 12°, 50 c.

The boy scouts of the Canadian Rockies; il. by Rudolf Mencl. N. Y., A. L. Chatterton, '11. c. 2+9-194 p. front. pls. 12°, 50 c.

The boy scouts motor-cycles; il. by Rudolf Mencl. N. Y., A. L. Chatterton, '11. c. 2+9-192 p. front. pls. 12°, 50 c.

Warren, Carro Frances. The garden series. Phil., McKay. c. il. D. 50 c. n.

Contents: Little Peter Pansy; il. by Sarah Shreve Molarsky.

Watkins, Janie H. Ji Yung, a beautiful gem; letters from a Chinese school girl. Nashville, Tenn., Pub. Ho. M. E. Ch. So., '11. c. 62 p. il. 50 c.

Book is made up almost altogether of genuine letters from a Chinese girl to her teacher at a mission school, the Laura Haygood Memorial, of which she was the first graduate.

Williams, Hugh, D.D. Christianity in early Britain. N. Y., Oxford Univ. 8+484 p. 8°, \$4.15 n.

Wirgman, A. Thdr., D.D. Life of James Green, Doctor of Divinity, rector and dean of Maritzburg, Natal, from February, 1849, to January, 1906. In 2 v. N. Y., Longmans, '09. 27+244; 10+299 p. pors. O. \$4 n.; formerly \$6 n.

Word-cards for use with the Horace Mann primer. N. Y., Longmans. c. O. \$1.25, bxd.

Wright, Irene Aloha. Cuba. N. Y., Macmillan. 14+512 p. il. 12°, (Macmillan's travel ser.) \$1.50 n.

The Publishers' Weekly

Subscription Rates

One year, postage prepaid in the United States, \$4.00; foreign, \$5.00.
Single copies, 10 cents. Educational Number, in leatherette, 50 cents; Christmas Bookshelf, 25 cents.

Advertising Rates

One page..... \$25 00
Half page..... 14 00
Quarter page..... 7 00
Eighth page..... 4 00
One-sixteenth page..... 2 00

The above rates are for unspecified positions. Special rates for preferred position (full pages only).

Higher rates are charged for the Summer Reading, Educational Number and Christmas Bookshelf, and for the monthly Book Review supplement sections.

Advertising copy should reach us Tuesday noon—earlier, if proof is desired out-of-town. Forms close Thursday noon.

Under the heading "**BOOKS WANTED**" booktrade subscribers, under their own names, are given five nonpareil lines (exclusive of address) free advertisement for specific books out of print in any issue except special numbers, but not exceeding 100 lines a year. If over five lines are sent the excess is at 10 cents a line. Books not out of print, unspecified wants, repeated matter, and all advertisements from nonsubscribers cost 10 cents a line. Objectionable books are excluded so far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm name. The appearance of advertisements in this column, or elsewhere in the WEEKLY, does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privilege of advertising should occasion arise, booksellers should take usual precautions in extending credit.

"Books Wanted" must be designated by actual title, not by "any."

Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. The WEEKLY is

not responsible for errors. Parties with whom there is no account must pay in advance.

Under "**BOOKS FOR SALE**" or for other small undisplayed advertisements, the charge is 10 cents a nonpareil line. No reduction for repeated matter. Count seven words to the line.

INDEX TO ADVERTISERS.

	PAGE
Baker & Taylor Co.....	1592, 1696
Baker's Great Bookshop.....	1694
Bobbs-Merrill Co.....	1587
Books for Sale.....	1694
Books Wanted.....	1687
Business for Sale.....	1694
Business Opportunities.....	1694
Caldwell (H. M.) Co.....	1590
Cazenove (C. D.) & Son.....	1695
Century Co.....	inside back cover
Classified Advertising.....	1685-1687
Dodd, Mead & Co.....	1598
Doran (G. H.) Co.....	1591
Doubleday, Page & Co.....	1594
Edwards (Francis).....	1695
Electrical Testing Laboratories.....	1696
Fly (H. K.) Co.....	1597
George (Henry).....	1695
Help Wanted.....	1694
Houghton Mifflin Co.....	1593
Jenkins (W. R.) Co.....	1695
Kallmeyer (Chas.) Pub. Co.....	1695
Kay Printing House.....	1696
Kellogg (A. H.) Co.....	1696
Longmans, Green & Co.....	1695
Macmillan Co.....	1589
Oxford University Press.....	inside back cover
Putnam's (G. P.) Sons.....	1588
Rosenthal (Ludwig).....	1695
Saalfeld Publishing Co.....	1595
Situations Wanted.....	1694
Small, Maynard & Co.....	back cover
Special Notices.....	1694
Spencer (Walter T.).....	1695
Tapley (J. F.) Co.....	1696
Wycil & Co.....	1695

CLASSIFIED ADVERTISING

One line, \$5; two, \$8; three, \$12; four, \$15 a year.

BOOK MANUFACTURING

COMPLETE BOOK MANUFACTURING

Braunworth & Co., 16 Nassau St., Brooklyn, N. Y.
Near Brooklyn Bridge
Composition, electrotyping, printing and bookbinding.
Large and complete facilities for book making.
Write for representative to call.
Consultation invited.

Barr Printing House, Frankfort and Jacob Sts., New York. Complete facilities for composition, electrotyping, presswork and binding.

The De Vinne Press, 395 Lafayette St., New York.
Fine Book Work, Illustrated and Plain.
Privately Printed and Limited Editions.
Magazines and Catalogues of All Descriptions
Electrotyping, Cloth and Pamphlet Binding.

Isaac Goldmann Co., 200-204 William Street, New York. Up-to-date Equipment for printing of every description. Composition in all Modern Languages. Presswork on Rotary, Cylinder and Harris Presses

William G. Hewitt, 61-67 Navy St., Brooklyn, N. Y.
Manufacturer of books, catalogs and magazines at the best competitive prices. Composition, electrotyping, stereotyping, presswork and pamphlet binding

Write to **L. H. Jenkins,** Richmond, Va., for the manufacture of books, composition, printing or binding. Large plant devoted exclusively to edition work. Work for publishers a specialty. Right prices.

The Knickerbocker Press, New Rochelle and 2 West 45th Street, New York (G. P. Putnam's Sons). Extensive and up-to-date facilities for every description of printing, binding and general book-manufacturing.

J. B. Lyon Company, Albany. Law and subscription book makers. General printers. Twenty-five composing machines, forty presses. Complete electrotype and stereotype foundries and binderies

The Merrymount Press. D. B. Updike, 232 Summer St., Boston, undertakes all classes of printing which demand fine types, good press-work, accurate proof-reading and tasteful typographic treatment.

The Norwood Press, Norwood, Mass.
J. S. CUSHING Co., Composition and Electro
BERWICK & SMITH Co., Presswork
E. FLEMING & Co., Binding.
New York Office: N. J. SMITH, 32 Union Square.

The Plimpton Press, Norwood, Mass., New York Office, 70 Fifth Ave. All kinds of Book Printing. Binding in Cloth and Fine Leather. "Perfect Book-making in its Entirety."

J. F. Tapley Co., 531-535 West 37th St., New York. Complete Edition bindery for cloth and leather work. No order too large or too complicated for us—"Taplex" Bindings.

The Trow Press, 201-213 E. 12th St., New York. Modern machinery and large facilities for complete manufacturing of books and magazines. Composition, electrotyping, presswork and binding all under one roof. Also fine color work and high grade catalogs.

COMPOSITION AND PRESSWORK

The Rockwell & Churchill Press, 291-293 Congress St., Boston. Book Composition, Electro., and Presswork. High grade work; prompt service.

Scientific Press, 135-137 Johnson St., Brooklyn, N. Y. Music Books; High grade mathematical book work, Linotype and Monotype composition. Plate alterations a specialty.

COMPOSITION AND PRESSWORK—Continued

Stanhope Press, F. H. Gilson Company, 54-60 Stanhope St., Boston. Music Books, Mathematical Books Composition, Electrotyping, Printing and Binding

H. Simonds & Co., 297 Congress St., Boston. Book Composition, Linotype, Monotype. Flat-bed and Perfecting Presswork. Large facilities.

CLOTH AND LEATHER BINDING

The American Book Bindery, Office, 265 Cherry St. New York. Editions bound in cloth and leather. Capacity, 18,000 books daily. Prompt and reliable.

Braunworth & Co., 16 Nassau St., Brooklyn, N. Y. Near Brooklyn Bridge. Cloth and Leather Binding in all branches. Careful attention to detail. Special methods for promptly handling large editions. Write and our representative will call.

The Butler Ward Company, 497 Pearl St., near Centre St., New York. Cloth and leather edition work.

Thomas Y. Crowell Co., 426-428 West Broadway New York. Edition binding of all kinds.

Grady Bookbinding Co., 132-142 W. 27th St., New York. Equipped for large runs on time.

Wm. Koch & Sons, 61-65 N. J. R. R. Ave., Newark, N. J. (Established 1865.) Extra Cloth and all styles of Leather Bindings. Daily deliveries in New York.

Eugene C. Lewis Company, 214-218 William St., New York. Cloth, Leather, Edition and Catalog Binding. Also high-class pamphlet work.

George McKibbin & Son, 78-80 Walker Street (near Broadway), New York. FLEXIBLE Leather and Cloth BOOKBINDING a Specialty.

Pfister Book Binding Co., 141-145 East 25th St., New York. Cloth and leather edition work, and job book binding.

The Trow Press, 201-213 E. 12th St., New York. Unexcelled facilities for large editions of cloth, leather and pamphlet binding. All under one roof.

H. Wolff, 518-534 W. 26th Street, New York. Bindery completely equipped for edition work in cloth, half leather, and full leather. Capacity, 100,000 books per week.

EXTRA BINDING FOR THE TRADE

Henry Blackwell, 10th Street and University Place, New York. Plain and artistic Bookbinding, in all varieties of leather, singly or in quantities

Ernst Hertzberg & Sons, 64 West Randolph St., Chicago. Hand-made books. Best equipped bindery in country. Newest designs, restoring, inlaying, etc. Prices reasonable. Gold medal, St. Louis, 1904.

The Knickerbocker Press, New Rochelle and 2 West 45th Street, New York (G. P. Putnam's Sons). Highest grades of extra binding in Levant, Morocco, and Calif.

James Macdonald, 132 West 27th St., New York. Established 1880. Leather art binding for sets or single vols. Inlaying, mending, cleaning a specialty.

Stikeman & Co., 110-114 West 32d St., New York. All styles of binding in leather, single volumes or in quantities. Mending, inlaying, etc. Cases for rare editions.

C. A. Sullivan, Island View Pl., New Rochelle, N. Y. Fine Bindings in Morocco and Levant. Old Books cleaned and repaired with special care

The Trow Press, 201-213 E. 12th St., New York. A large staff of expert and experienced craftsmen who have an artistic sense as well as mechanical ability. No better extra binding is produced than is done here.

BOOKBINDERS' CLOTHS

Fabrik-o-na Mills, Bloomfield, New Jersey. Manufacturers of Wiboco Book Cloths. Sample books furnished on request. H. B. Wiggin's Sons Co.

The Holliston Mills, of Norwood, Mass., manufacturers of fine book cloths in all styles, colors, and patterns. New York office, No 67 Fifth Avenue, Sample books furnished.

PAPER MANUFACTURERS.

The Wanaque River Paper Co., 290 Broadway, New York City. Manufacturers of Supatone, also Super and M. F. Book Papers.

DIE CUTTERS AND ENGRAVERS

Becker Bros. Engraving Co., 26 East 13th St., New York. Fully equipped for artistic designing and die cutting. Established 1880.

HALF-TONE and OTHER PLATES

The Hagopian Photo-Engraving Co., 39 East 20th St., New York. Pioneers in the development of photo-engraved plates.

COLOR PROCESS PLATES

Gatchel & Manning (Estab. 1889), Philadelphia. DESIGNERS, ILLUSTRATORS and ENGRAVERS of Plates in one or more colors for Publishers and Printers.

COLOR PRINTERS

C. S. Hammond & Co., Sales Department, 30 Church St.; Offices and Works, 22 Thames St., N. Y. Map specialists. Color printing for trade.

TRANSLATIONS FROM AND INTO FOREIGN LANGUAGES

General School of Languages, 223 E. 124th St., N. Y. From and into Engl., French, German, Spanish, Italian, etc., commercial, techn., scientific.

INDEXING

C. H. Denison's Index, also flat indexing and gold lettering. D. T. S. DENISON, 152 E. 23rd St., N. Y.

BOOK TRADE SPECIALTIES**RARE BOOKS AND AUTOGRAPHS**

Dodd & Livingston, Fourth Ave. and 30th St., N. Y. City. Dealers in Rare Books, Autograph Letters, Manuscripts. Correspondence Invited.

MAGAZINES—BACK NUMBERS

American Magazine Exchange, St. Louis Mo.

Back Numbers of Magazines supplied by HENRI GERARD, 83 Nassau St., New York.

The Boston Book Co., Boston, Mass. Complete files and back volumes of magazines

Back vols. and nos. of magazines supplied. PHILADELPHIA MAGAZINE DEPOT, 326 N. 10th St., Phila., Pa.

A. S. Clark, Peekskill, N. Y. "Out of print" Books and Pamphlets. Magazines, both common and scarce.

California Magazine Depot, 104 South Broadway, Los Angeles. All California Magazines and Books

The Cut Rate Book Co., 20 E. 7th St., Cincinnati, O.

Medical and Chemical Periodicals exclusively. B. Login & Son, 1328 3d Ave., N. Y.

NEWSPAPERS—BACK NUMBERS

Metropolitan Distrib. Co., 219 E. 23d St., N. Y. New York newspapers complete files for ten years.

FOREIGN BOOKS

International News Co., 83 & 85 Duane Street, New York. Importers of Foreign Publications.

William R. Jenkins Co., 851 and 853 Sixth Ave., cor. 48th St., New York. Books in French, German, Italian, Spanish and other foreign languages.

Lemeke & Buechner, 32 West 27th St., New York. All foreign books and periodicals.

FOREIGN BOOKS—Continued.

Ritter & Flebbe. Foreign Books. Send for Our Catalogues. 149a Tremont St., Boston.

Schoenhof Book Co., Boston, Mass. Foreign Books of all description. Catalogues.

F. C. Stechert Co., Inc., 29-35 West 32nd St., New York. Domestic and foreign books and periodicals.

G. E. Stechert & Co., 151-155 West 25th St., New York. Importers of Books and Periodicals.

E. Steiger & Co., 49 Murray St., N. Y., carry the largest stock of German publications in all departments. Books for learning 250 languages. Prompt importation of books and periodicals from all countries.

DIARIES

B. W. Huebsch, 225 Fifth Ave., New York. Annual and Perpetual Year Books. A popular diary.

KINDERGARTEN AND SCHOOL SUPPLIES

E. Steiger & Co., New York, manufacture the largest line of Kindergarten Supplies and Constructive Material for Manual Training. Catalogs gratis.

MAPS, GLOBES AND ATLASES

C. S. Hammond & Co., 30 Church St., N. Y. Atlases, School Maps, State Maps, Road Maps, Globes.

SHORTHAND AND TYPEWRITING BOOKS

Phonographic Institute Co., Cincinnati, O. Publishers of the Benn Pitman System.

Isaac Pitman & Sons, 2 West 45th St., New York.

STATIONERY NOVELTIES

William J. Burkhardt, 165 Danforth Ave., Jersey City. Unique Holiday Novelties, Die Stamped Christmas Cards, Post Cards, Calendars, Penwipers

TRADE LISTS, FAC-SIMILES, ETC.

The Trow Directories and Trade Lists, 202 E. 12th St., New York. Lists of all businesses and professions in U. S., Canada, and Foreign. Fac-simile letters, folding, addressing and mailing.

DIRECTORIES FOR THE BOOK TRADE

Directory of Booksellers in U. S. and Canada, \$1.00; **Directory of 1200 of the best Public Libraries** in U. S. and Canada, with names of librarian, also a list of 1200 Private Collectors of Books, bound together, \$5.00. PUBLISHERS' WEEKLY, 298 Broadway, N. Y.

BOOKS WANTED.

W. Abbatt, Westchester, N. Y.

Land of Fire; Lost Mountain; Chase of Leviathan; Osceola (or Half Blood); Fatal Cord; White Squaw, all by Mayne Reid. Must be good condition.

Set of G. W. M. Reynolds' Works.

Adam, Meldrum & Anderson Co., Buffalo, N. Y.

The Interior Life, by Thos. C. Upham.
Religious Maxims, by Thos. C. Upham.
Method of Prayer, by Thos. C. Upham.

F. G. Allen, 78 Genesee St., Auburn, N. Y.
Hasting's Bible Dictionary, 7 vols., cloth.

Allen Book and Printing Co., 454 Fulton St., Troy, N. Y.

Engineering News, any nos. in vols. 33, 35 to 43, 45, 46, 50, 51, 52, 56, 59, 60, 61, 65, 66 and 67.
Geike, Life of Christ, 2 vols.
Chittenden, Personal Reminiscence of Lincoln.

T. Alexander, 869 N. Howard St., Baltimore, Md.
I would be pleased to receive catalogues from second-hand booksellers, new booksellers and publishers.

Almy, Bigelow & Washburn, Salem, Mass.
Sacred Mountains. Pub. by Scribners.

Amer. Bapt. Pub. Soc., 514 N. Grand Ave., St. Louis, Mo.

Black Bettles and Amber, by Bierce.

Amer. Book Supply Co., 149 Strand, London, W. C., England.

Mrs. Mills' Metaphysics, 6 copies, new or 2d hand.

W. H. Andre, 604 Kittredge Bldg., Denver, Colo.
Ridpath, History of World, 9 vols., hf. leath. Must be as new.

F. S. Bailey, University Block, Syracuse, N. Y.

Harper's Magazine, bound copy vol. 82.

Social New York under the Georges, Singleton.

Sundown Songs, Richards.

White Christopher, Slosson.

Stars and Stripes and other Flags, Harrison.

2 Six Popular Tales, Lodge.

2 Wreck of the Titan, by Morgan Robertson.

The Father, by Strindberg. Pub. R. G. Badger.

Whitcomb, Source Book of Italian and German Renaissance.

Wm. M. Bains, 1213 Market St., Phila., Pa.

Vautier, History of 88th Penna. Volunteers. Lippincott, 1894.

Simpson, Life of Stephen Girard.

Edw. Baker, 14 John Bright St., Birmingham, Eng.

Donnelly's Atlantis, several copies, cheap.

C. H. Barr, Lancaster, Pa.

Nova Resuscitatis, Walter Begley, 3 vols. Gay & Bird, London, 1905.

N. J. Bartlett & Co., 28 Cornhill, Boston.

Thomas' Intro. Study Am. Archaeology.

Bible Myths and Their Parallels, Bouton.

Pancost's Red and Blue Light.

Campbell's Greek Tragedy.

Doty, Livingston Co., N. Y.

Geo. M. Beckwith, 242 E. 35th St., Chicago, Ill.

2 copies Baring-Gould's Lost and Hostile Gospels.

U. S. Pharmacopœia for 1840 and 1851.

Matthew Bender & Co., Albany, N. Y.

Old Fashioned Mother Goose, Carleton, 1879.

Laws and Ordinances of New Netherland.

Civil Code New York, 1865.

Arthur F. Bird, 22 Bedford St., Strand, Lond., Eng.

Byars, Glory of the Garden.

Trask, Sonnets and Lyrics.

Aldrich, Songs about Life, Love and Death.

Sherburne, Francesca of Rimini.

G. Blatchford, Pittsfield, Mass.

Everybody's Land, bound in cloth.

Scenes from Everland, cloth. Pub. by National Geographic Society.

Madame Sans Gene. Pub. by Drollat Pub. Co.

The Bobbs-Merrill Co., 34 Union Sq., N. Y.

Tomorrow's Tangle, by Geraldine Bonner.

Book Omnerium, 1004 Fillmore, San Francisco, Cal.

Haeckel, Last Link, paper or cloth.

Simons, Social Forces in America.

Nietzsche, Thus Spake Zarathustra, any ed.

Anarchism, Emma Goldman.

The Boston Book Co., 83 Francis St., Back Bay, Boston.

Dial, Oct., 1882, \$2.50.

Manual Training Mag., early nos., especially vol. 1 or April, 1900.

Woman's Home Comp., nos. in 1904-6.

Bowling Green Book Shop, 81 New St., N. Y.

Hasson, Secrets of Rose Culture.

Duchess of Gerolstein.

Odes of Horace, Dana's trans.

BOOKS WANTED.—Continued.

Brentano's, 5th Ave. and 27th St., N. Y.

Flowing Bowl, by the Only William.
 Morgan Robertson's Wreck of the Titan.
 Christian Reid's Summer Idyl.
 Way's Trans. Euripides, vols. 2 and 3.
 Fair Women at Fontainebleau.
 Moran of the Lady Letty.
 Samoa Umo, by L. P. Churchill.
 1001 Gems Am. and Eng. Poetry, by Chapman.
 Rejected Verses, by Wm. Washburn.
 Cattrell and Fullerton's Perception of Small Differences.
 Battershall's Life and Religion.
 Brinton's Ancient Nahuatl Poetry.
 Ollianta, Drama in Quicha.
 Language, trans. by Markham.
 Robertson's Futility.
 Slovenly Peter, ed. printed by Jas. Miller.
 Crawley's Mystic Rose.
 Geo. Selwyn and His Contemporaries.
 Dowden's Life of Shelly.
 Mary Shelly Letters.

Bridgman & Lyman, 108 Main St., Northampton, Mass.

Mott, Presidential Association Pamphlet.
 Molly Maguires, Dewees.
 The Rainbow and Lucky Series, Jacob Abbott, 5 vols. Harper.

Brunswick Book Co., 543 5th Ave., N. Y. [Cash.]

Strange Adventures of Tito Gil, by Alarcon.
 Why Priests Should Wed, by J. D. Fulton.
 Franklin Square Song Book, vol. 3. Harper.
 Old New York, by Geo. W. Schuyler.
 Dickens, odd vols. Peterson ed.
 History of Virginia, by Campbell.
 Old Families of New York, Mrs. Van Rensselaer.
 John Jasper's Secret by Collins.
 Cosmopolitan Magazine, March, 1910.
 Any book on old New York farms.
 Lillie Ellis, by H. B. Stowe.
 Doherty, by Elizabeth S. Phelps.
 Bell of St. Basil, Mrs. Ward.

The Burnham Antique Book Store, Boston, Mass. [Cash.]

Henry Dunster and His Descendants.
 Rollo's Journey to Cambridge, by Wheelwright.
 Winter in Spitzbergen.

J. W. Cadby, 50 Grand St., Albany, N. Y.

Bancroft's Works, 39 vols.
 Annual Reports Bureau of Ethnology, 14th, 16th, 17th, pt. 2.
 Popular Science Monthly, vol. 55.
 Munsey's Magazine, vol. 8.
 Knickerbocker Magazine, vol. 3; also Oct., 1862.

Campien & Co., 1316 Walnut St., Phila. Pa.

Middleton, 8 vols., ed. by Bullen.
 Marston, 3 vols., ed. by Bullen.
 Etheredge, ed. by Verity.
 Marlowe, 3 vols., ed. by Bullen.
 Dekker, 4 vols., ed. by Bullen.
 Peele, 2 vols., ed. by Bullen.
 Balzac's Droll Stories, illus. by Dore.
 Report on Manufactures, by Alexander Hamilton.
 Lane's Arabian Nights, 3 vols.
 The Barnstormers, by Williamsons.
 Flotsam, by Merriman.
 The Serpent Charmer.

Carnegie Free Library, Duquesne, Pa.

Cosmopolitan, Dec., '10; Feb., '11.
 Iron Age, Dec. 22, '10.

Carnegie Library, San Antonio, Tex.

American Book Prices Current, 1904-1910.
 Bozman, J. L., History of Maryland, 1633-60, 2 vols., 1837.
 Campbell, Chas., Hist. of the Colony and Ancient Dominion of Virginia, 1860.
 French, B. F., Historical Collections of Louisiana, 5 vols., 1847-53.
 Gayarre, Chas., Hist. of Louisiana, 5 vols., 1851-54.
 Hawkes, F. L., Hist. of N. Carolina, 2 vols., 1857-58, with maps and illustrations.

Carnegie Library, San Antonio.—Continued.

Hildreth, S. P., Pioneer History, Being an Account of the First Examination of the Ohio Valley, 1848.
 Howison, R. R., Hist. of Virginia from its Discovery and Settlement by Europeans to the Present Time, 2 vols., 1846-48.
 Marshall, H., Hist. of Kentucky, 2 vols., 1824.
 Monette, J. W., Hist. of the Discovery and Settlement of the Valley of the Mississippi Until the Year 1846, 2 vols., 1846.
 Oswald, F. L., Summerland Sketches.
 Pickett, A. J., Hist. of Alabama, and Incidentally of Georgia and Mississippi, from the Earliest Period, 2 vols., 1851.
 Ramasy, David, Hist. of S. Carolina, 2 vols., 1809.
 Ramsey, J. G. M., Annals of Tennessee to the End of the 18th Century, 1860.
 Scharf, J. T., Hist. of Maryland, 3 vols., 1879.
 Simms, W. G., Hist. of S. Carolina, 1860.
 Stevens, W. B., Hist. of Georgia, 1847.

Central Curio and Book Concern, 9 N. 9th St., St. Louis, Mo.

Indian Captivities, as follows: Christian Hermit, George Adams, William Apes, Thomas Baldwin, William Filley, Mary Godfrey, Massie Harbison, Sarah L. Larimer, Jane Lewis, Gertrude Morgan, Col. James Paul, William Smalley, Col. James Smith, Capt. S. S. Vansicle, Ethan Allen, William Crawford, by Butterfield, Jackson Johovnet, Little Osage Captive, William Atherton, David Fanning, Capt. James Hobbe, Clarissa Plummer, Isaac Hubbell, Father Jogues, Elizabeth Hanson Keith, or others.

W. L. Chambers, Los Angeles, Cal.

Bulletin of the Ornithological Club, vol. 1, complete vol. or parts.
 The Condor, vols. 1 and 2, complete or parts.

Chapman's Book Store, Montreal, Can.

Bower's Lives of the Popes.
 Moore's Pantheon.
 British Army Lists previous to 1840. State condition.
 Zenda Vesta.
 Egyptian Book of the Dead.
 Shi King.
 Upanishad.

The A. H. Clark Co., Caxton Bldg., Cleveland, O.

Bancroft's History of California.
 Catherwood, The White Islander.
 De Soto, Narratives of the Career of. N. Y., 1866.
 Parkman, Pioneers of France in New World.
 Schoolcraft's Indians, vol. 3 only.
 Franklin's Works, ed. by Smyth, 10 vols.
 Geil, A Yankee in Pigmy Land.
 Michie, Life of Gen. McClellan.
 McMaster's History of the U. S.

W. B. Clarke Co., 26 Tremont St., Boston, Mass.

Smith's Classical Dictionary.
 Ernest Dawson's Poems.
 Dugan, Caro A., The King's Jester, and other plays. Boston, Houghton, 1899.
 Watson, Child Life in Italy.
 Winter, Bootle's Children.
 Winter, Mignon's Husband.
 Winter, Mignon's Secret.
 Winter, The Siege Baby.

Clarke & Co., Vicksburg, Miss.

Master of Silence, by Bachelder.
 Orland Hide, by John R. Music.
 The Bowers Farm, by John R. Music.
 The Mystery of the Nation, by John R. Music.

Cole Book Co., 85 Whitehall St., Atlanta, Ga.

Nature of the Gothic. Pub. by Geo. Allen.
 Baptist Encyclopedia. Pub. in 1881 by Wm. Cathcart.
 Historical, Genealogical, Biographical Count of the Jollisse of Virginia, by Lippincott in 1893.
 Room in the Round Tower, by E. F. Benson.
 Confession of a Justified Sinner, by Hogg.

H. W. Collins, 518 S. Hill St., Los Angeles, Cal.

Canfield, Diary of a 49er.
 Cochran, Hist. of Fort Laramie.
 Carlin's Experiences in Wyoming.
 Hist. of Parsis, Dossabhoj Framji.
 Connecticut Minute Men of the Revolution.

BOOKS WANTED.—Continued.

Colonial Society, Box 343, Richmond, Va. [Cash.]

Encyclopædia Britannica, 1st ed.
Richmond, In Bygone Days.
Southern Literary Messenger.
Sully, Hints to Painters.
William and Mary Quarterly.

Columbia University Book Store, 117th St. and Broadway, N. Y.

Rabbano, Ugo, American Commercial Policy. Macmillan, 1895.
Hymni Ecclesiae, pts. 1 and 2. Macmillan, 1865.

Cox Book Co., 17 W. 125th St., N. Y.

The Sculpture of Bruges.
McCoy's True Masonic Guide.
Drama of Ornaments, 112 plates, Owen Jones.

Davis Book Store, 21 W. 42d St., N. Y.

Vuillier's History of Dancing.

Dawson's Bookshop, 518 S. Hill St., Los Angeles, Cal.

Calif., Arizona and Southwestern books wanted.

Charles T. Dearing, Louisville, Ky.

Sketches of Western N. C., by C. L. Hunter.
Sketches of North Carolina, by John H. Wheeler.
King's Mountain and Its Heroes, by L. C. Draper.

E. F. Dillingham, Bangor, Me.

Century Dictionary of Names.
Encyclopædia Britannica, new ed., India paper.
Locke's History of Camden, Maine.
Eaton's History of Warren, Maine.

Dives, Pomeroy & Stewart, Reading, Pa.

Dividing Rod, by Thorpe.
Systematic Study in Elementary Schools, by Earhart.

Dixie Book Shop, 41 Liberty St., N. Y. [Cash.]

Elements of Statistics, Bowley.
Actuarial Theory, Robinson and Ross.
Railway Age, bound vols before 1900.

Dodd & Livingston, Fourth Ave. and 30th St., N. Y.

James Diary. Pub. by D. Appleton & Co., 1853.
Stubb's Calendar; or, the Fatal Boots. In yellow boards, as issued in Philadelphia.
Original Mother Goose Melody. Whitmore, Albany, 1890.

Works of Benjamin Franklin. Any of the following editions: New York, Tiebout & Obrian, n. d.; New York, S. Campbell, 1794; New York, P. Arnold, 1797; New York, J. Tiebout, 1798; New York, Leavitt, 1848 or 1853; New York, Saxton, 1858; Philadelphia, 1801, 1812, 1817, 1821; Baltimore, 1815, 1835; Fairhaven, Vt., 1798; Easton, Pa., 1812; Hagerstown, Md., 1818; Middletown, Conn., 1826; Peekskill, N. Y., 1834; Hartford, 1846. Please quote any other local editions.

Life of Benjamin Franklin. Philadelphia, 1794, 1811, 1846; New York, 1794, 1824; Danbury, 1795; Wilmington, 1799; Cincinnati, 1830; Auburn, N. Y., 1846, 1848, 1853. Please quote also other local editions.

Memoirs of Franklin. Harper's Family Library, 1839 or later date.

Franklin's Essays and Letters. N. Y., Bartow, 1821-22.
Franklin's Way to Wealth. Newburyport, W. Barrett; Worcester, I. Thomas; Danbury, N. Douglas; Salem, T. C. Cushing; Philadelphia, Johnson; Windsor, Vt., S. Ide, and all pamphlet editions, wherever printed, in any language.

Allen's New England Almanack for 1817.
Practical Morality. Cincinnati, U. P. James.
Map of the United Mexican States. N. Y., 1847. J. Disturnell.

Chas. H. Dressel, 552 Broad St., Newark, N. J. [Cash.]

Blanche Roosevelt, Stage-struck.
The Scotch-Irish, or the Scot in North Britain, etc., by Hanna.
Breasted's Egypt.
Rockwell K. Her. Genealogy, compiled by E. Boughton.
Chaplin Smith and the Baptists, by Gould. Pub. by Am. Baptist Pub. Society.

Daniel Dunn, 677-679 Fulton St., Brooklyn, N. Y.

Porter's Robert le Diable, parts 6 to 9.

E. P. Dutton & Co., 31 W. 23d St., N. Y.

Travels in Nubia, Buickhardt.
Temples and Tombs of Egypt, Mrs. Romer.
Travels Along the Mediterranean, Dr. Rockards.
Aegyptica, Hamilton.
The Nile Boat, W. H. Bartlett.
Up the Nile, Fairholt.
Modern Egypt and Thebes, Sir Gardiner Wilkinson.
There and Back Again in Search of Beauty, J. A. St. John.
Topography of Thebes, Sir G. Wilkinson.
Researches and Operations in Egypt and Nubia, Belzoni.
Ancient Egypt, Kenwick.
Letters from Egypt, Lady Gordon Duff.
The Crescent and the Cross, Eliot Warburton.
The Nile and its Banks, C. Smith.
Under Egyptian Palms, H. Hopley.
Nile Gleanings, V. Stuart.
Funeral Tent of an Egyptian Queen, V. Stuart.
Abydos, Memorial Egyptian Exploration. Funk.
Beni Hassan, and others in set.
New England Historical Society Reprint of Genealogical Gleanings in New England, Waters, 2 vols. Boston, 1901.
Bartram, Travels Through North and South Carolina.
Hampton Prison, by Belle Boyd.
Doty Genealogy, by Ethan Allan Doty.
In Merry Measure.
Bunner, Story of a New York House. Scribner.

W. C. Edwards, Sibley Block, Rochester, N. Y.

Piepenbring, Theology of Old Testament, Eng. or French.
Battles and Leaders of Civil War, 1 vol. ed.

The Eichelberger Book Co., 308 N. Charles St., Baltimore, Md.

French, Art and Science of Advertising.
Masson, Napoleon and the Fair Sex. Lippincott.
Williams, Fontainebleau. Coates.
N. P. Willis, Poems with Memoir by H. L. Williams.
Hurst & Co., 1882.
Salmon, Higher Algebra.
Salmon, Higher Plane Curves.
Erasmus, Colloquies, trans. N. Bailey, notes by E. A. Johnson. Reeves & Turner, London, 2 vols.

Paul Elder & Co., 239 Grant Ave., San Francisco, Cal.

Book of Bugs, H. Sutherland. Street & Smith.

Geo. Engelke, 855 N. Clark St., Chicago, Ill. [Cash.]

Reary, Secrets of Horse Breaking.
Whistler's 10 o'Clock.
Lubbock, Prehistoric Races.
Vol. 2 Federalist, Dawson.
Vol. 1 Spark's Washington.
Ford's Washington, set, cloth.

E. W. Fisher & Co., 214 S. 15th St., Phila., Pa. [Cash.]

Sketch of Religions of Persia, by Remy.
Animal Life and Intelligence, by Morgan. Ginn.
Carducci, Poems of Italy. Grafton Press.
Little Robinson. Whittaker.
Manors of Virginia in Colonial Times.

Fitzgerald Book & Art Co., Holyoke, Mass.

Ruduskin's Talmud, 10 vols. Pub. in Boston.

Buchhandlung Gustav Fock, G. m. b. H., Leipzig, Germany.

Technology Quarterly a. Proceedings of the Soc. of Arts, vols. 1 to 10.
Journal of the Amer. Chem. Soc., vols. 21 a, 27.
Northeastern Reporter, vols. 1-95.
Northwestern Reporter, vols. 1-131.
Pacific Reporter, vols. 1-115.
Southeastern Reporter, vols. 1-91.
Southern Reporter, vols. 1-54.
Southwestern Reporter, vols. 1-135.
Rapalje and Mark's Digest, 12 vols.
Lawyer's Annotated Reports, 70 vols.
Yale Law Review, 20 vols.
Transact. of the Americ. Laryngolog. Associat., compl. set.
Wilson, Vector Analysis.
Annals of Surgery, vols. 1 to 11, 14, 15, 16, 19, 29, 33, 36 and following.

BOOKS WANTED.—Continued.

Franklin Bookshop (S. N. Rhoads), 920 Walnut St., Phila., Pa.

Agassiz, Hist. Nat. Poissons d'Eau Douce. Neuchatel, 1840, text only.
Shriner's Birds of N. J.
Bendire's Birds, 2 vols.
Britton and Brown's Flora, 3 vols.
Nuttall's Ornithology, 2 vols.

Free Public Library, Jersey City, N. J.

Boothby, Mystery of the Clapsed Hands.
Cambridge, Little Minx.
Craik, Esther Hill's Secret.
Finnemore, Lover Fugitives.
Grant, Jane Seton.

Robert Fridenberg, 6 E. 42d St., N. Y. [Cash.]

Engraved portr. Lewis Cass, LL.D., by J. O. Lewis, 8vo.
Book-plate of Peyton Randolph.
Mason's Life of Stuart, 1879.

W. Y. Foote Co., University Block, Syracuse, N. Y.

Robertson's Futility. Wessell & Bissell report same to be entirely out of print.

Fowler Bros., 543 So. B'way, Los Angeles, Cal.

Woman's Confessional.
Reasonable Biblical Criticism, Beecher.
The Convert, Cardinal Newman.

W. & G. Foyle, 135 Charing Cross Road, London, Eng.

Hahnemann, Lesser Writings of.
Labat, Nouveau Voyage aux Isles.
Du Tertre, Histoire Generale des Antilles habitees par les Français.
Saunders, Hymenoptera Aculeata.
Prosser, Select Illust. Surveys, 1828, paper eds.

J. K. Ghl Co., Portland, Ore.

Rabelais, Bohn Library. Pub. by Macmillan Co.

Goodpasture Book Co., 418 Church St., Nashville, Tenn.

Stoddard's Lectures, any ed.

Goodspeed's Book Shop, 5a Park St., Boston, Mass.

Bancroft, California, vol. 6.
Cibber, Apology.
Dan Young, Preacher.
Davenport, Best 50 Books.
Fuller, Worthies of England.
Johnson, Traditions of the Revol.
Mackey, Hist. of Freemasonry in S. C.
Malot, No Relations.
Mass. Hist. Soc. Coll., 1st ser., vol. 3.
Mather, Parentator, orig. binding. Boston.
Mather, Religious Family Physician, 1729.
Bigelow, Experiences in Santiago Campaign.
Bullinger, Witness of the Stars.
Chalmers, Intro. to Revolt of Colonies. Boston, 1845.
Finlay, Astronomical Recreations, 1824.
Goodhue, Hist. of Shoreham, Vt.
Mistral, Mireille, tr. into Eng.
Rollo's Journey to Cambridge.
Taylor's Devil's Pulpit.
Da Vinci, Thoughts on Art, tr. by Baring, 1906.
Genealogies: Fisher, descendants of Joshua; Edsons of Bridgewater, 1864.

John L. Grant, 145 Genesee, Utica, N. Y.

Genealogy of Dwight Family, compiled by Benjamin Dwight, Clinton, N. Y.
Michelet, Birds. Pub. by Nelson.
Michelet, Insects.
Michelet, Mountains.
Galdos, Saragossa.
Remington, Done in the Open. Harper Bros.

W. H. Hammond, 1 James St., Oxford St., London, Eng.

Encyclopædia Britannica, 11th ed., India paper, any binding.

R. H. Hay, 1527 Irwin Ave., N. S., Pittsburgh, Pa. [Cash.]

Democratic Review for May to July, and Dec., 1838, and January, 1839.
Sargent's New Monthly Magazine for January and February, 1843.

R. H. Hay.—Continued.

New England Magazine for July, 1835.
Boys and Girls Magazine for August, 1843.
Knickerbocker Magazine for Jan., Mar. and Sept., 1837.

John Heise, Syracuse, N. Y.

A. L. S. of Henry George.
A. L. S. of Jas. G. Blaine.
A. L. S. of Washington Irving.
A. L. S. of W. A. Conway the Actor.

B. Herder, 17 So. Broadway, St. Louis, Mo. [Cash.]

The Written Controversy Between Hughes and Breckenridge.
Purcell and Campbell's Debate, Benziger's ed.

L. B. Herr, 112 North Queen St., Lancaster, Pa.

Cartwright's Life and Letters of Jean Francois Millet.

Ernst Hertzberg & Sons, 1757 E. Belmont Ave., Chicago, Ill. [Cash.]

Original binding, Large paper ed., Houghton Mifflin Co.; Hawthorne, 22 vols.; Holmes, 15 vols.; Fiske, 24 vols.; Burroughs, 15 vols.; Macaulay, 20 vols.; Putnam; Shelley & Keats Virtue Co., subscription Muhlbach; Wordsworth.

Hirschfeld Bros., Ltd., 13 Farnival St., Holborn, London, E. C., Eng.

Transactions of the American Orthopedic Assoc., vols. 4 and 5.

Paul B. Hoeber, 69 E. 59th St., N. Y.

Wormley, Micro-chemistry of Poisons.
Flint, Phthisis.
Turban, Lung Tuberculosis.

J. P. Horn & Co., 1001 Chestnut St., Phila., Pa.

Encyclo. Britannica, new 11th ed., any binding.
Kipling, Japan ed.
Voltaire, 42vol. ed.
Ebers, Memorial ed., 15 vols.

B. W. Huebsch, 225 5th Ave., N. Y.

The Real Lord Byron. New Amsterdam Co., 1900.

Hunter & Co., Richmond, Va.

Youth's History of the Great Civil War.

A. J. Huston, 92 Exchange St., Portland, Me.

Hoyt, Old Settlers of Amesbury and Salisbury.
Arcadia, Sir Philip Sydney.
Lady Audley's Secret, Miss Braddon. Not a cheap copy.
Droll Stories, hf. black morocco. Macmillan.
Battles of America by Sea and Land, part 50.

H. S. Hutchinson & Co., New Bedford, Mass.

Rose Porter, Summer Driftwood for the Winter Fire.

Illinois Book Exchange, 407 Lakeside Building, Chicago, Ill.

Shields' Life of S. S. Prentiss.

Industrial Book Co., 178 Fulton St., N. Y.

Evolution and Religion, Essays and Sermons by Henry Ward Beecher.
Wilson, Geo., The Five Gateways of Knowledge.
Italian-English Dictionaries, French Medical Dictionaries.

International Magazine Co., Elizabeth, N. J. [Cash.]

Journal of Geology, vol. 13, no. 1.
Am. Public Health Assoc. Reports, 21-24, 26-30.

H. M. Ives, 143 Crary Ave., Mt. Vernon, N. Y.
Punch, complete set, original issues only.

G. A. Jackson, 8 Pemberton Square, Boston, Mass.

Maine Reports, vol. 69.
Colored Litho. Monitor and Merrimac, folio.
New Hampshire Reports, 45, 46, 47.
Bennet Views Boston.
Harvard Law Reviews, vols. 1 to 12, parts.

Jacobs' Book Store, 1210 Walnut St., Phila., Pa.

W. Clark Russell, My Shipmate Louise.
W. Clark Russell, The Ship, Her Story.
W. Clark Russell, The Convict Ship.
2 copies Collects, Epistles and Gospels from the Sarum Missal. Sheets to be in good condition.

BOOKS WANTED.—Continued.

U. P. James, 127 W. 7th St., Cincinnati, O.
McGuffey's Readers, First, Second, Third, ed. copy-
righted 1857 or earlier. Good copies only.

J. H. Jansen, 205 Caxton Bldg., Cleveland, O.
Van Pelt's Discussion of Architectural Composition.
Van Pelt's Discussion of Composition.
Brickbuilder for October, 1911.

William R. Jenkins Co., 851 6th Ave., N. Y.
American Journal of Psychology, vol. 21, Jan., 1910.
Chinatown Ballads, by Wallace Irwin. Pub. by Duf-
field.

E. W. Johnson, 6 E. 30th St., N. Y.
A Little Tragedy at Tientsin, Mathews, 1904.
Early Planters in the West Indies (?).

Johnson's Book Store, 391 Main St., Springfield,
Mass.

Voltaire, by Zadig. Pub. by Routledge.
Isreals (Painters Series). Stokes, pub.

Jones Book Co., 1530 Main St., Dallas, Tex.
Encyclopedia Britannica, vol. 25, 9th ed.

E. Joseph, 45a Charing Cross Road, London,
W. C., Eng.

Burton's Arabian Nights, 17 vols.
Burton's Arabian Nights, first 10 vols.
Gautier's Works, vol. 3, Grotesques.

The Edward P. Judd Co., New Haven, Conn.
My Lord Conzeit, Rita (Humphrey). Munro.
Amer. R. R. Journal, 1871, 2d quarto series, vol. 27
(or no. 44 of complete series), bound or unbound.

The Kendrick-Bellamy Stationery Co., Denver,
Colo.

Ida Waugh's Babies.
General Sturm Versus Mexico. Pub. by the Hollen-
beck Press.
Geology of Western Ore Deposits, Arthur Lakes.
Pub. Kendrick Book & Stationery Co., cloth.

King Bros., 1182 Market St., San Francisco, Cal.
Ward's Mexico.
History of Steen Family.
Science and Health, 11th or 12th ed.
Science and Health, 1902 or later ed.
Rose of Old Harpeth, Davies.

Kleinteich's Book Shop, 1245 Fulton St.,
Brooklyn, N. Y. [Cash.]

The Browning Cyclopedia.

The Korner & Wood Co., 737 Euclid Ave.,
Cleveland, O.

Wine, Women and Song, trans. by Symonds. Mosher.

John Lane Co., 120 W. 32d St., N. Y.
History of the Rise and Progress of the Arts of
Design in the United States, by William Dunlap.
N. Y., 1834, 2 vols.

Leary, Stuart & Co., 9 So. 9th St., Phila., Pa.
Ward's Hindoo Mythology.

Lemeke & Buechner, 30 W. 27th St., N. Y.
Gould, Modern Am. Pistol and Revolver.

Lexington Book Shop, 130 E. 59th St., N. Y.
Please send for long typewritten list of modern
Theology wanted by us.

Library of Congress, Washington, D. C.
Washtenaw County, Michigan, Portrait and Biograph-
ical Album of Washtenaw County. Chicago, Bio-
graphical Pub. Co., 1891.

Lincoln Book Shop, 58 Melrose St., Boston, Mass.
[Cash.]

Vols. 1-8, 9 and 10 Works of Benjamin Franklin, by
Jared Sparks, cloth. Boston, 1836-40.
Littell's Living Age, vols. 9, 10, 12 and upwards,
original cloth.
Vol. 2 Life and Correspondence of James Iredell, by
Griffith J. McRee. N. Y., 1857, cloth.

Little, Brown & Co., 34 Beacon St., Boston.
Montcalm and Wolfe, 2 vols., Library ed., 8vo.
Half Century of Conflict, 2 vols., Library ed., 8vo.
Lords and Ladies, Mrs. de Winton.
Queen of the Country, Mrs. de Winton.
Margaret and Her Bridesmaids, Mrs. de Winton.
Langdell, Cases in Equity Pleading.

J. S. Lockwood, 43 Federal St., Boston, Mass.
[Cash.]
Report of U. S. National Museum for 1902.
Aboriginal American Basketry, by O. T. Mason, 548 p.

Frederick Loesser & Co., Brooklyn, N. Y.
Am. Jr. of Anatomy, vol. 1.
Riddell, Mic. Organ. of New Orleans.
Cumming's Warren Co., N. J.
Gilbert, Annals of Old Parish.
Beardsley, Church of Conn., vol. 2.
Kipling, Book containing Drums of Fore and Aft.

B. Login & Son, 1328 3d Ave., N. Y.
Works of Josephus, Johnstone, vol. 4 only.
Dante's Inferno, Dore illustrations.
Fox, Book of Martyrs.
Index Medicus, vols. 17-21.
Journal of Experimental Zoology, any copies from
vol. 1-9.
Laennec, Auscultation and Diseases of Chest, 1846.
Beaumont, Experiment on Gastric Juices, 1833 or
1838.
Jenner on Smallpox.

W. H. Lowdermilk & Co., Washington, D. C.
Hamilton's Works, ed. by Lodge.
Drake, Old Landmarks of Boston.
Ellis, The Trail Hunters.
Johnson, The Neptune Vase.
Dana, Geology of Wilkes Expedition, Text.
Lockwood Historic Homes of Washington.
Stevenson, Works, Thistle ed., hf. morocco.

Lowman & Hanford S. and P. Co., 616 1st Ave.,
Seattle, Wash.
J. B. Atley, Famous Trials of the Century.
Famous Tichnor Trials.
Benson, D., Charles and Wrench, Travels and Studies
in Near East.

V. G. Lloyd, Room 1607, 111 Broadway, N. Y.
Boer War, by Conan Doyle.

McClelland & Co., 67 N. High St., Columbus, O.
English Stage, Augustin Filon, Dodd, Mead.

McDevitt-Wilson, 30 Church St., N. Y.
If Christ Came to Congress.
Alonzo and Melissa Marlett, Lady with the Rubies.

John Jos. McVey, 1229 Arch St., Phila., Pa.
Lebon, Psychology of Peoples.

Madison Ave. Bookstore, 587 Madison Ave., N. Y.
All for the Love of a Lady, Lane.
Diary of an Old Soul, Macdonald.
Lombard Street, Baghot.

Henry Malkan, 48 Broadway, N. Y.
Gogol, Taras Bulba.
Gogol, Dead Souls.
Lagerlof, Stories from a Swedish Homestead.
Jokai, Baron's Boat.
Lie, Barque Future.
Serao, Land of Cockayne.
Flint Genealogy.
Rimmer, Art Anatomy.
Ditchfield, Cathedrals of Great Britain.
Index to Universal Anthology.
Forbes, Memories and Studies of War and Peace.
Encyclopedia Britannica, 9th ed., vols. 21, 22, 23
and 24.
Bertram, Travels Through Georgia.
Wakeman, Gentlewoman of the Slums.

Lewis S. Matthews & Co., 3333 Olive St.,
St. Louis, Mo.

Novy, Lab. Bact.
Buret, History of Syphilis.
Abbot, Bact.
Topinard, Anthropology.
Index Medicus and Index to vol. 17.

BOOKS WANTED.—Continued.

B. & J. F. Meehan, 32 Gay St., Bath, Eng.

De Brack's Light Cavalry Outposts.
 Roberts (Chas. G. D.), In Divers Tones.
 Craik's (Mrs.) My Mother and I, 1874.
 Shaw's Quintessence of Ibsenism.
 Shaw's Unsosocial Socialist.

William H. Miner, Cedar Rapids, Ia.

Hutton and Mathews, Representative Actors of America and England.
 Grinnell, Indians of Today.
 Books on Poultry.
 Grinnell, Indians of Today.
 Any books by George Moore in 1st eds.

E. S. Moore & Co., Charleston, W. Va.

Set Lord's Beacon Lights of History.
 Second Hand Set Maryland Reports of Court of Appeals, 104 vols. Coming up to and connecting with the Atlantic Reporter. All books to be well bound and in good condition.
 Saved as by Fire, T. S. Arthur.
 George Miller and His Mother.

The Morris Book Shop, 71 E. Adams St., Chicago, Ill. [Cash.]

Caswell, The City of the Mormons.
 Motherwell's Poems.
 Diary of a Freshman.
 Poet-Lore, all back numbers.
 George Ade, In Babel, Modern Fables, True Bills, In Pastures New, Slim Princess.

M. F. Morrison, 314 W. Jersey St., Elizabeth, N. J.

Du Bois Genealogy.
 Doremus Genealogy, by Nelson.
 Wayne, Pike and Monroe Counties, Pa.

John J. Newbegin, 315 Sutter St., San Francisco, Cal.

Passion, Poison and Petrefaction, by Shaw.
 Powers, Missions of California.
 Stoddard's Lectures.
 Messages and Papers of the Presidents, vol. 11 only, half morocco or cloth.
 Ridpath's History of the World.
 Westermarck's History of Marriage.
 Grove's Dictionary of Music and Musicians, 5 vols.
 Bailey's Cyclopedia of Horticulture and Agriculture.
 Passion, Poison and Petrefaction, by G. B. Shaw, in Harry Furniss's Annual, bound or in paper.
 History of Yachting, by A. H. Clark.
 Bible of Amiens, by Ruskin.
 De Quincy's Opium Eater, 1885, ed. by Garnett.
 Tamerlaine Poe, in 10 vols.
 Dwinell's Colonial History of San Francisco.
 Thornton's History of the Donner Party.
 Mamon and His Message.
 Triumph of Mamon.
 National ed. of Dickens, 40 vols.
 Marryat's Mountains and Molehills.
 Annals of San Francisco.
 Forbes' History of California.
 Ryan's Personal Adventures in California.
 Story of the French Revolution, by Martineau.

H. G. Noel, 304 N. 4th St., St. Louis, Mo.

The Lady or the Tiger? Scribner, 1884.
 Stories of the Three Burglars, Dodd, Mead, 1890.
 Stockton, The Great War Syndicate, Collier, 1889.
 Stockton, Ardis Claverden, Dodd, Mead, 1890.

Nusbaum Book and Art Co., 100-102 Granby St., Norfolk, Va.

Cæsar's Column, by Donnelly.

O'Shea Book Store, 114 E. 59th St., N. Y.

McCaulay, Arithmetic.
 McCaulay, Key to Arithmetic.
 Sullivan, Dictionary.

E. H. Otting, Warren, O.

Lenotre, Tribunal of Terror.
 Lenotre, Romances of French Revolution.
 N. E. Reporter and Digest, complete.
 Munger, Plain Living and High Thinking.

D. L. Passavant, Zionsville, Pa.

Beller, Among the Indians, 1868.
 Bickley, Indian Wars Taswell Co., Va., 1852.

D. L. Passavant.—Continued.

Cayner, Lost Trappers, early eds.
 Flint, Indian Wars of West.
 Palladino, Indians and Whites N. W.
 Victor, River of North, 1870.
 History Indian Wars, Rochester, 1828.
 Seaver, Life Mary Jemison, 1842.
 Newcomb, N. Amer. Indians, Pittsburgh, 1835.
 Loudon, Indian Outrages, reprint.

Pettis Dry Goods Co., Indianapolis, Ind.

History of Robert Bruce, Pub. by H. L. Kilner & Co.

Teolin Pillot Co., 409 Main St., Houston, Tex.

Joe Miller's Complete Jest Book.
 Cæsar's Column, Donnelly.
 Soddy's Interpretation of Radium.

Pownor's Book Store, 37 N. Clark St., Chicago, Ill.

Harvard Classics, any ed., good condition.
 Treatise on the Flute, R. S. Rockstro.

Presbyterian Board of Pub., 509 S. Wabash Ave., Chicago, Ill.

Pre-Millennial Essays of the Prophetic Conference.
 Pulpit Commentary, 51 vols., complete.

Presbyterian Board of Pub., 400 Sutter St., San Francisco, Cal.

Theory Social Forces, S. N. Paten.

Presbyterian Book Store, Fulton Building, Pittsburgh, Pa.

Manifesto of the King, Dykes.

Preston & Rounds Co., 98 Westminister St., Providence, R. I.

Carmina Sacra, Pub. by Bradbury & Hastings.

Publication Book Store, 211 16th St., Denver, Colo.

Pure Sociology, by Ward.
 Applied Sociology, by Ward.
 Monument Facts and Higher Critical Fancies, by Sayce.

A. V. V. Raymond, Jr., 268 North St., Buffalo, N. Y.

George Fox's Journal, preferably 5th ed., corrected, 1808. Fry & Kammerer, printed for B and T. Kite.

Reilly & Britton Co., 1006 Michigan Ave., Chicago, Ill.

The Fate of a Crown, Schuyler Staunton.

A. M. Robertson, 222 Stockton St., San Francisco, Cal.

Chinatown Ballads, Irwin.
 San Francisco Directories, 1851, '53, '55, '57, '65.

Robson & Ade, 309 State St., Schenectady, N. Y.

Hist. of Windsor, Conn., Stiles.
 Jewel of Seven Stars, Stoker, Harper.

Robert C. Rockwell, Pittsfield, Mass.

Backus Genealogy.

Wade & Washburn Co., 16 Cortlandt St., N. Y.

The Pace That Kills, Saltus.
 Tom Sawyer, 1st or early ed.
 Prose Fancies, Le Gallienne, 1st series.

J. Rosenbaum, 8 Bible House, N. Y.

Arnold's History of Rome.
 Crawford's Ave Roma Immortalis.
 Gibbon's Rome, vol. 3 of Murray's 8 vol. ed.
 Bleak House, vol. 1.
 Nicholas Nickleby, vol. 1 of the Garnett ed.

C. O. Rosengren, 824 S. Elmwood Ave., Oak Park, Ill.

Robertson's Futility.

St. Louis Public Library, Olive St., St. Louis, Mo.
 The Violin; How to Master It, Budget of Music, August, 1893, no. 32. Boston, F. Triffet.
 Howe, G. P., 19th Century Violin School, part 1. N. Y., Hitchcock & McCargo.

St Paul Book and Stationery Co., St. Paul, Minn.

Blake, How to Study the Bible Series.

Theo. E. Schulte, 132 E. 23d St., N. Y.

God and Science, by Elie De Cryon.

BOOKS WANTED.—Continued.

John V. Sheehan & Co., 178 Woodward Ave., Detroit, Mich.

Thoroughbreds, by Fraser.

Shepard Book Co., Salt Lake City, Utah.

Barrett's History of England, early illus. ed.
Baxter's History of England, early illus. ed.
Murray's History of American War, early illus. ed.
Life of Commodore M. F. Maury.
Maguire's Ireland and the Pope.
Dimsdale's Vigilantes of Montana.
Terence (trans. by Thomas Cooke), early or any ed.
Cooke's Conquest of New Mexico and California.
Pratt's Mormon Persecutions.
Yeats' Heart of Denise.
Lacon's Devil in America. Mobile, Ala., 1867.
Harvey's Voyage of the Fox.

R. E. Sherwood, 144 Fulton St., N. Y.
More Tales of the Extanks, by Cullen.

Rev. E. L. Shettles, Houston, Texas.
Brother Mason, The Circuit Rider.
Any ed. of The Discipline of the M. E. Church, from 1785 to 1824.

John Skinner, 44 N. Pearl St., Albany, N. Y.
Elliott's Debates, 5 vols.
Simms's Schoharie County, N. Y.
Hough's St. Lawrence and Franklin Co.
Wright's Course of Lectures, 1829.
McCaskey's Lincoln Literary Collections.

Geo. D. Smith, 48 Wall St., N. Y.
Griswold, R. W., The Republican Court. N. Y., 1856.
Moore, George, Spring Days. London, 1888.
Buckles, Hist'y of Civilization.
Costume of American Rev. Soldier.
Thackeray, Rival Rhymes in Honour of Burns. By Ben, Trovato, London, 1850.
Uncle Tom's Cabin, 2 vols. Boston, 1852.
Modern Chivalry, Brackenridge, 4 vols., 1792, '97.

A. H. Smythe, 43 S. High St., Columbus, O.
Standard of Perfection, last ed.
Balhazar the Magus, Van der Nallen.
Ideas Plain Country Woman.

Southern Book Concern, Atlanta, Ga. [Cash.]
Lists of second-hand and shop-worn school books, cash.
Will buy any quantity if salable.

J. E. Spannuth, Pottsville, Pa. [Cash.]
Acts of Assembly of Penna. for 1830-31, '34, '39, '53, '61, '62, '63, '69, '70, '71, '72, '74.

E. Steiger & Co., 49 Murray St., N. Y. [Cash.]
Cardashian, Ottoman Empire of the 20th Century.
Massachusetts State Board of Health Reports for 1908, 1909, 1910.

W. K. Stewart Co., Indianapolis, Ind.
Hensleigh Wedgwood, On the Origin of Language. London, 1866.
Percival Pollard, The Imitator.
Tolstoi, Death of Ivan Ilyitch.

Stix, Baer & Fuller Co., St. Louis, Mo.
My Attainment of the Pole, by Dr. Cook.

Frederick A. Stokes Co., 443 4th Ave., N. Y.
Ordered to China, by Chamberlain Stokes.

J. F. Stuart, 256 S. 52d St., Phila., Pa.
The Henchman, Luther.
Sir Henry Morgan, Buccaneer.

Strawbridge & Clothier, Philadelphia, Pa.
Encyclopædia Britannica, Werner ed., describe fully.

J. F. Taylor & Co., 215 4th Ave., N. Y.
Posthumous Poems by Thos. Little (Tom Moore).

Taylor's Book Shop, 3518 Franklin Ave., St. Louis, Mo.
Gold from Ophir, by J. E. Wolf.

The Thomson-Pitt Book Co., 947 8th Ave., N. Y.
Norton, Vanishing Fleets.

H. H. Timby, Ashtabula, O.

Watson, Life of Jefferson.
Mandeville, Fable of the Bees.
Voltaire, Catechuman.
Bray, Reason and Dogma.
McDowell's History of Taxation.
Garibaldi, Rule of the Monk or Rome, etc.
Forty Years in Journalism.
Hastings, Bible Dictionary.
Jephtha's Daughters.
Autobiography of Luther Little.

Toronto Book Co., 307 Yonge St., Toronto, Can.
Haliburton, Clockmaker, 1st ed.
The Horrors of Zindorf Castle. Pub. 150 years ago.
A Soldier's Wife.

Troy Public Library, Troy, N. Y. [Cash.]
Madden, Robert Emmet, 1856.

Otto Ulbrich Co., 386 Main St., Buffalo, N. Y.
Universal Sermons, J. Caird.
Life of Cardinal Newman, 1st English ed.

University of Illinois Library, Urbana, Ill.
American Horse Show Blue Book, vol. 4, 1905.
Bresnan, Practical Hotel Housekeeper.
Brown, European and Japanese Gardens, 1902.
Central Poland China Record, vol. 24, 1903.

W. A. Vincent, 627 The Rookery, Chicago, Ill.
Lee and His Cause, J. R. Deering.
Life and Campaigns of Gen'l Lee, E. L. Childe.
East Tennessee and the Civil War, Temple.
Life and Letters of M. J. Preston, E. P. Allan.
Brook Farm to Cedar Mountain. Gen'l Geo. H. Gordon.

Edwin C. Walker, 344 W. 143d St., N. Y.
Overton, Ninon de L'Enclos. Lion Pub. Co., Chicago, 1903.
Ploss-Bartels, Das Weib in der Nature und Volkerkinder, Eng. trans.
Dalton, Descriptive Ethnology of Bengal.

John Wanamaker, New York.
Historical Gleanings of Windham County, by Larned.
Three Songs That Live Forever. Pub. by North American Pub. Co.
The Shulamite, by Ashew.

John Wanamaker, Philadelphia.
Story of Rough Rider, Marshall.
New Games and Amusements. Doubleday, Page.
In the Kitchen, E. S. Miller, 1875.
The Amber Gods, by Harriet Spofford.

Gabriel Weis, 112 E. 23d St., N. Y.
Hawthorne, Autograph ed., vol. 19.
Shakespeare, Cambridge ed. L. P., vol. 1.
Kipling, Japan paper. Scribner.
Field, Japan paper. Scribner.
Bret Harte, Autograph ed. Houghton Mifflin Co.

The White House, San Francisco, Cal.
Dana's Two Years Before the Mast, 1st ed. N. Y., 1840.

Wilder's Old Curiosity Shop, Saratoga Springs, N. Y. [Cash.]

Lucretia Borgia, Comp. Life of.
Van Voorhees Geneal. N. Y., 1888.
Piatt's Hesperian Tree, 1900.
Galen, Works of (in English).

C. Witter, 19 South Broadway, St. Louis, Mo.
Sephieral Text Book of Astrology.

Woodward & Lothrop, Washington, D. C.
Adventures of Tom Sawyer, Mark Twain. Hartford, 1876. First issue only wanted.
A True Story, Mark Twain, green cloth. Osgood & Co., 1877.
Prince and the Pauper, Mark Twain, Special India Paper ed., 1882, of 20 copies.
Tom Sawyer Abroad, Mark Twain. Harper, 1896, red cloth.
Laughing Gas. N. Y., 1870, in paper covers.
Mark Twain's Memoranda. Sheldon & Co., N. Y., 1871.
A Book for an Hour, yellow paper covers, 65 Liberty St., N. Y., 1873.

BOOKS WANTED.—Continued.**Woodward & Lothrop.—Continued.**

Mark Twain, His Life and Work, by Will M. Clemens. San Francisco, 1892.
 Wise, Witty and Eloquent, Kings of the Platform and Pulpit, M. D. Landon. Chicago, 1890.
 The Holy Cross, by Eugene Field, ed. of 20 copies on large paper. Scribner's.
 Gilded Age, by Mark Twain, 1st ed., imperfect copy will do if covers are good.
 Joan of Arc, by Mark Twain, Harper ed. Imperfect copy will do if covers are good.

W. H. Ziesensitz, Hudson, N. Y.

Around the World with a King, by Armstrong.
 Ruthless Rhymes for Heartless Homes.

BOOKS FOR SALE.**Wm. M. Bains, 1213 Market St., Phila., Pa.**

Corporation Plate and Insignia of Office of the Cities and Towns of England and Wales, 2 vols, quarto, new. \$5, express paid.
 Whibley, Lives of the Kings, Henry Eighth, 2 vols. Jack, 1905. \$3.50, express paid.

Book Omnerium, 1004 Fillmore, San Francisco, Cal. [Cash.]

Woodrow Wilson, U. S. History, 5 vols. Harpers, 1908, fine condition, \$6.50.
 Woodruff, Trotting Horse, 1869, fine copy, \$1.15.
 Captain of Industry, Upton Sinclair, new blue cloth, 3 for \$1.
 Mahan, Influence Sea Power upon History, 9th ed. (\$4), for \$1.75.
 Mahan, Influence Sea Power on French Revolution, 2 vols., \$3 set.
 Hist. of Jews, Graetz, 6 vols. (\$18), \$6.75, nice set.
 Humboldt's Cosmos, 1st ed., German, 1845, leather, fine, 3 vols., \$7 for set.

The Cadmus Book Shop, 153 W. 34th St., N. Y.

Warner's Library of the World's Best Literature, 45 vols., 8vo, half morocco (scuffed), original de luxe ed., not reprint, \$17.50.
 Young Folks' Library, 21 vols., cloth, \$17.50.
 Ridpath's History, 9 vols., half morocco, \$17.50.
 Boswell's Johnson, Birkbeck Hill ed., 6 vols., large paper, Harper, \$15.00

F. J. Dimler, 243 Washington St., Brooklyn, N. Y.

Annals of Surgery, vols. 29 to 54.
Am. Journal of Medical Science, N. S., vols. 1-130.
Am. Chemical Journal, vols. 1 to 44.
Am. Historical Review, vols. 1 to 16.
Am. Machinist, vols. 9 to 30.
Am. Monthly Microscopical Journal, vols. 1 to 20.
Am. Journal of Obstetrics, vols. 26 to 55.
Annals of Anatomy and Surgery, vols. 1-8.
Chemical Abstracts, vols. 1 to 5.
Decorative Furnisher, vols. 3-19.
Eagle Almanac, 1880 to 1912.
Hunt's Merchants Magazine, vols. 1 to 47.
Index Medicus, vols. 1 to 17.
Journal of the Am. Chemical Society, vols. 1-33.
Journal of Cutaneous Disease, vols. 1 to 14.
Journal of the Chemical Soc., London, 1871-1888, hf. leather.
Publication of the Modern Language, vols. 1 to 16.
Scientific America, N. S., vols. 1 to 73, hf. leather.
Strand Magazine, London, vols. 1 to 40.

Dixie Book Shop, 41 Liberty St., N. Y. [Cash.]

U. S. Investor, bound vols.
London Statist, bound vols.

John J. Newbegin, 315 Sutter St., San Francisco, Cal.

Sanford Bennett's Exercising in Bed, \$1.50, ¼.
 Ambrose Bierce's Shapes of Clay, \$10 net ¼.
 Bishop William Butler of California (a valuable item of local history), \$1.50 net ¼.

P. O. Box 2103, N. Y.

Several sets of electrotyped novel plates by well-known American authors, with title and U. S. registered trademark of publishing company.
 Golden Days, 10 vols., morocco binding, from 1880 to 1891.

Shepard Book Co., Salt Lake City, Utah.

We lately purchased the large Geological Library of the late Robert Forrester, geologist of the Rio Grande Western Railway Company, and offer it for sale as a whole or in parts. It is one of the largest private Geological Libraries in existence, containing 6000 vols. on Geology and kindred subjects. Catalogues of the same sent free to those interested.

John Skinner, 44 N. Pearl St., Albany, N. Y.

Apples of New York, 2 vols., 1905, new, \$6.75.

H. H. Timby, Ashtabula, O.

Set *Harper's Monthly*, 108 vols., cheap. Make offer.
Century Dict., hf. mor., \$40.
Irish Ecclesiastical Rev., 39 vols., \$100.
Brownson's Review, complete, \$125.

X, care Publishers' Weekly, N. Y. [Cash.]

Schaff-Herzog Encyclopedia of Religious Knowledge, 12 vols., new, \$32.50.

HELP WANTED.

EMPLOYMENT BUREAU (Booksellers' League of New York). Employers in need of help; assistants seeking situations, apply to C. E. BONNELL, Manager, 587 Madison Ave., New York.

SITUATIONS WANTED.

SUCCESSFUL editor, now engaged with well-known publishing house, is open to negotiate with reliable firm. Wide experience, especially in the preparation of books of reference. Accurate, energetic, and watchful of firm's interest. Sound knowledge of modern publishing methods. Position of responsibility and permanence alone entertained. Address CONFIDENTIAL, care PUBLISHERS' WEEKLY, New York.

BUSINESS FOR SALE.

FOR SALE—Retail book, stationery and news business. New England college town of about nineteen thousand inhabitants. Stock inventories \$10,800. Business established over 60 years. \$11,500 for quick sale to settle estate. Address F. M. H., care PUBLISHERS' WEEKLY, New York.

BUSINESS OPPORTUNITIES.

WANTED—To purchase bookstore. Give reasons for desiring to sell, age of store, rental and length of lease, inventory total, amount of gross and net receipts for 3 years, price and terms. Address BUYER, care PUBLISHERS' WEEKLY, New York.

SPECIAL NOTICES.

SPECIAL TO BOOKSELLERS, OLD AND NEW.—For sale, 2000 addresses of private American booksellers, \$15, cash with order. Special offer 1200 addresses for \$10, cash with order. These unrivalled names cover the whole United States, and bring book-buyers and booksellers together all over the world. Order now. AMERICAN PRESS CO., Baltimore, Md.

CATALOGUE just issued of old prints, in mezzotint, stipple and line; rare old wood-cuts and etchings by Albert Durer, Rembrandt, Marc Antonio, etc. Medical portraits in oil of John Gérard, the Herbalist, John Radcliffe, M.D., John Mayou, famous chemist and physician, 1645-1679, etc. Also clearance list of books at mere nominal prices. Catalogues post free. OPPENHEIM & Co., 174 Fulham Rd., London, S. W., England.

BOOKS.—All out-of-print books supplied. No matter on what subject. Write us. We can get you any book ever published. Please state wants. When in England call and see our 50,000 rare books. BAKER'S GREAT BOOKSHOP, 14-16 John Bright Street, Birmingham, England.

(ESTABLISHED 1868)

C. D. CAZENOVE & SON

Solicit Agency Business from American Publishers and Booksellers

Miscellaneous orders for Books and Periodicals handled economically and promptly. Shipping and forwarding attended to.

26 Henrietta St., Covent Garden, London, England
CABLES: EIKON, LONDON.**FRANCIS EDWARDS**

83a High Street, Marylebone, London, W.

Large Stock of Books on America, Asia, Africa, Australia, Military, Naval, Natural History, Sport, Art, First Editions, Etc.

CATALOGUES POST FREE ON APPLICATION

Inspection Invited. All Sections on Sight

PROMPT, ECONOMIC AND EFFICIENT SERVICE AS AGENT OFFERED TO AMERICAN BOOKSELLERS and PUBLISHERS BY

HENRY GEORGE

21 Warwick Lane, Paternoster Row, London, Eng.

Pick-up orders carefully attended to.

Books or Periodicals by mail or case.

WRITE FOR TERMS

Send your "Wants" to

WILLIAM R. JENKINS CO.

851-853 Sixth Ave. (Cor. 48th St.) New York

FRENCHSPANISH, ITALIAN,
GERMAN AND OTHER
FOREIGN**BOOKS****MEDICAL**books and works concerning
HORSES, CATTLE, DOGS
and other Domestic
Animals

Catalogues on Application

HOW TO BECOME A CITIZEN OF THE UNITED STATES OF AMERICA. By C. KALLMEYER, Ph.D. Most comprehensive. Explains in detail requirements of new Naturalization Act, every question applicants may be asked, exposition of form of government, rights of citizens here and abroad, etc. Of value to all citizens. 192 pages—88 in English and 34 in German. Cloth \$1.00 net.

It may be ordered directly from us or through your Wholesale house.

A money maker for you. List in your catalog
CHAS. KALLMEYER PUB. CO., 205 E. 45th St., N. Y.**RARE BOOKS**

We can supply the rare books and prints you want. Let us send you 150 classified catalogs. When in Europe, call and see us in Munich.

Over a million books and prints in stock. Always send your wants to

The Ludwig Rosenthal Antiquarian Book-Store
Hildegardstr. 14, Munich, Lenbachplatz 6, Germany

Founded 1859

CABLES: LUDROS, MUNICH

FIRST EDITIONS OF MODERN AUTHORS.

including Dickens, Thackeray, Lever, Ainsworth, Stevenson, Jefferies, Hardy. Books illustrated by G. and R. Cruikshank, Phiz, Rowlandson, Leach, etc. The largest, and choicest Collection offered for Sale in the world. Catalogues issued and sent post free on application. Books bought.—WALTER T. SPENCER, 21 New Oxford St., W.C., London, England.

DALTON

ON

AUCTION BRIDGE

\$1.00 NET

Liberal discounts to dealers only

WYCIL & CO., New York

THE REMINISCENCES OF**JAMES BURRILL ANGELL**

With Portrait in double-tone on cameo-plate paper. Crown 8vo. \$1.35 net; by mail \$1.44.

"The autobiography of a public man, such as we have here, is always of peculiar interest. This volume is especially interesting as having to do with academic as well as with national affairs. During his long presidency in the University of Michigan, Dr. Angell was employed on special diplomatic missions to China, to Canada, and to Turkey. He had previously filled the presidency of the University of Vermont and the chair of Modern Languages in Brown University, and for six years had edited the Providence 'Journal.' The wide acquaintance with public affairs and men of note acquired in such varied activities gives value to the modest record of it, for which we are indebted to the urgency of his colleagues and pupils in those three universities. It is unusual to find in so small a volume so rich an assortment of historical and personal memoranda, academic and diplomatic, enlivened, too, with many amusing anecdotal passages."

—The Outlook.

THE ART OF TATTING

By KATHARIN L. HOARE. With an Introduction by H. M. the Queen of Roumania. With 54 Plates in Collotype. 4to. \$7.00 net.

"No needlework library will be complete without this very excellent work."

—Home Needlework Magazine.

THE FIRST DUKE AND DUCHESS OF NEWCASTLE-UPON-TYNE

By the Author of "A Life of Sir Kenelm Digby," "The Life of a Prig," etc. With Photogravure Portrait and 15 Other Illustrations. 8vo. \$3.50 net.

"... An admirable monograph of seventeenth century history."—Boston Transcript.

"Uncommonly interesting... told with a piquancy and dry humor that are refreshing."

—Chicago Record-Herald.

"WHEN THE WAR IS O'ER"

A Novel. By Major F. M. PEACOCK, Author of "From Reveille to Lights Out," etc. Crown 8vo. Pp. iv+311. \$1.35 net.

"This book presents an admirably faithful picture of a British regiment in peace in India and at war in Africa. All the chapters that deal with the sayings and doings of the regiment make excellent reading."

—Athenaeum, London.

THE ARCHITECTS' LIBRARY

A History of Architectural Development. By F. M. SIMPSON, Architect, Professor of Architecture in the University of London, Fellow of the Royal Institute of British Architects.

Vol. I. **ANCIENT, EARLY CHRISTIAN AND BYZANTINE ARCHITECTURE.** With 180 Illustrations. \$4.00 net.Vol. II. **MEDIAEVAL ARCHITECTURE.** With 257 Illustrations. \$6.00 net.Vol. III. **THE RENAISSANCE in ITALY, FRANCE AND ENGLAND.** With 268 Illustrations. Medium 8vo. \$6.00 net.

"The subjects are dealt with in a masterly manner... the illustrations are much above the average... it has some new features and much new matter of importance is introduced that will be of interest to the architectural student. ... Quite a valuable addition to architectural literature."—The National Builder.

LONGMANS,



GREEN, & CO.

RE-ORDERS AND PICK-UP ORDERS

WE are equipped to enable retail dealers to secure their re-orders for stock and daily pick-up orders for books of all publishers, all on one order, in one shipment and on one bill. Mail and express orders are shipped the same day the order is received—and over 90% of such orders are shipped complete.

THE BAKER & TAYLOR COMPANY

Wholesale Dealers in the Books of All Publishers

33-37 East 17th Street: Union Square North: New York City

School and College Text Books

NO ORDER TOO LARGE

J. F. TAPLEY COMPANY

"TAPLEX" BOOKMAKING

531-5 W. 37th Street

New York City

THE PAPER BUYING PROBLEM

The two great factors—Price and Quality.
Your Purchasing Agent secures **Best Price**.
Tests determine **Best Quality**.
Combine the two for **Efficiency**.

ELECTRICAL TESTING LABORATORIES

80th Street and East End Avenue

NEW YORK, N. Y.

Accuracy Promptness Reliability

Kay Printing House

66-68 CENTRE STREET

'Phone 1553 Worth

NEW YORK

Estimates Promptly Furnished

Printers to THE PUBLISHERS' WEEKLY

Printing for Publishers

Everything except Book-work

Including

Catalogs .• Booklets
Folders .• Prospectuses
Color Work

Andrew H. Kellogg Co.

409-415 Pearl Street, New York

Ask about "Kelloggraphy"! Telephone 3640 Beekman

OXFORD UNIVERSITY PRESS

AMERICAN BRANCH

beg to notify the Trade that the recent fire at 35 West 32d Street, has not interfered with the shipping of goods, and all orders will be promptly executed.

MR. SHUSTER'S BOOK

THE STRANGLING OF PERSIA

will be ready

About June 15th

THE CENTURY CO. ∴ New York

New Fiction—New and Forthcoming

Credo Harris's

· TOBY

An absorbingly interesting novel of Kentucky, with an exciting plot and a deeply appealing love-story—sure to be popular. **\$1.25 net**

Alice Gerstenberg's UNQUENCHED FIRE

A rare novel by a new author. "Its theme," says the *Chicago Inter-Ocean*, "is the way in which a girl who is a woman in the soul of her attains the glory of her womanhood after successes in society and on the stage. Alice Gerstenberg has sane, clear sentiment, the gift of straight, unvarnished story-telling, and a style." **\$1.25 net**

Charles E. Van Loan's

THE TEN-THOUSAND-DOLLAR ARM

Another volume of Mr. Van Loan's inimitable *BASEBALL* stories, even better than his earlier book, "The Big League."

Illustrated. \$1.25 net

Marion Hill's

GEORGETTE

Do you want to laugh? Read "Georgette."

"Do you want to know how an actress really thinks, talks and acts? Read "Georgette."

Georgette is irresistible, because she is—Georgette! And thousands of people are finding it out. **\$1.25 net**

Ready May 25th

George C. Shedd's THE ISLE OF STRIFE

The great vacation novel. The author of the popular "Incorrigible Dukane" tells a new story as full of international intrigue, adventure, mystery and hair-breadth escapes as any story of the days of chivalry and high romance, yet the action all takes place on a quiet little island off the coast of Maine. **Illustrated. \$1.25 net**

Cleveland Moffett's

Ready May 25th

THE MYSTERIOUS CARD

At last this amazingly successful "Black Cat" story is to be published in book form. The fact that thousands of people have asked for it eagerly for years and that the surprising explanation of the mystery is set forth in the sequel, included in the same volume by a clever device, insures enormous popularity for the book. **50 cents net**

Florence Morse Kingsley's

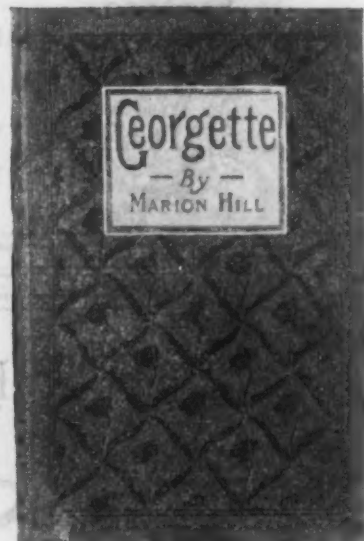
WILHELMINA CHANGES HER MIND

A delightfully merry tale in Mrs. Kingsley's best vein.

Illustrated. \$1.00 net; by mail, \$1.10



CREDO HARRIS



From "The Isle of Strife"

SMALL, MAYNARD & COMPANY, Publishers, BOSTON